

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. V.

NEW YORK, OCTOBER 7, 1891.

NO. 14.

Harvests!

The greatest this country has ever seen. The Farmer takes the first inning. More money for the Farmer means more sales for the Merchant, more business for the Dealer, and more orders for the Manufacturer.

What does it mean for you? What measures are you taking to reap your share of the general prosperity?

It may be true that

Fortune

knocks once at every man's door. It is certainly true that the wise Newspaper Advertiser knocks a great many times at her's. Is not *going better than waiting*?

Would not

Newspaper Advertising

help you? To see that it is well-planned, well-prepared, well-placed, well-pushed, is our specialty. We bring to every such task the accumulated capital, experience and facilities of twenty-two years.

We invite correspondence from intending advertisers.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

YOU ADVERTISE, OF COURSE.

If you do not,

We fail to understand how you manage to live and meet your obligations in full.

Assuming That you do

advertise, and that you desire to address the Country People, we call your attention to the fact that fully one-sixth of the reading population of the United States outside of large cities read the

**1400 papers of the
Atlantic Coast Lists.**

When we state that

EIGHTY-FIVE PER CENT

of these publications are either the *only* papers published in their respective towns or are county-seat papers, it would seem reasonable to assert that the most effective method of addressing these same millions of people must necessarily be through the columns of their local papers—which are those upon the ATLANTIC COAST LISTS.

Half a cent a line a paper will insert transient advertising. Yearly business can be placed at very much less. Any Advertising Agency will forward your order, or you can send directly to us.

NEW YORK NEWSPAPER UNION,

Send for Catalogue.

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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THE APPLICATION OF ART, SO-CALLED, TO ADVERTISING.

By Thomas Donnelly.

The growing popularity of pictorial advertising I have discussed—at the request of the editor of *PRINTERS' INK*—with a number of New York artists whose work is generally known and admired. While naturally averse to having their names used in such a connection, their views I have endeavored to present faithfully in this article.

To me it does not appear evident that there is any natural connection between art and advertising. The first pictorial advertising was that developed in the mammoth posters and lithographs with which boardings and dead walls are decorated (?) by the underlings of some hustling theatrical "advance" agent. Illustrated advertising in newspapers has been a comparatively recent growth, and I think it is a question whether, on the average, such advertising has any more claim to be considered a development of art than had its progenitor—the dead wall lithograph.

It is as much the aim—the intention—of art as its execution which dignifies and exalts it, and why should illustrations calling attention to the all-curing specific that is worth its weight in gold (to the proprietor) and which is generously retailed at \$1 per bottle—its intrinsic value being six cents—be classed as subservient any higher purpose than the gaudy poster which draws attention to the advent of some low show?

People may be pardoned for retaining private opinions as to whether the purchaser—at \$1—of a six-cent remedy is of a much higher order of intellect than the average frequenter of a Bowery concert hall. Therefore, if we take this view of the object sought to be gained by such pictorial advertising, and of the intellect to which it appeals, certainly the use of art to exploit the one and interest the other

looks very like as though it were a "base use" indeed.

There can be no doubt that copious illustrated advertising does not appeal to all classes of consumers. I knew of one family myself, where the fact that an article was extravagantly advertised was sufficient to insure its being regarded with distrust.

The argument that a pictorial advertisement is so much more attractive than one simply set in plain type may be sound up to a certain point, but beyond that point I think it is unsound.

The extravagance of the present craze for pictorial advertising is calculated to work its own destruction. Time will come when the jaded sense and the sated eye will instinctively turn from the phantasies of the advertisement artist to experience a certain relief in scanning the well-worded and neatly-composed announcements in some journal which has held out against the rage for "cuts." It is almost a pleasure to take up newspapers like the *New York Herald*, or even the little *Staten Islander*, which are not disfigured by the black letters and blotchy advertising cuts universally prevalent elsewhere. The fallacy of the remark that those few newspapers which have refused to keep pace with the demand for illustrated advertising have indulged in a "suicidal" policy, becomes apparent when we consider the fact that such papers, even without solicitation, secure a larger advertising patronage than the most "progressive" of their contemporaries.

The oft-quoted instance of the English soap firm which has reproduced the work of Royal Academicians in its advertising designs does not prove anything in favor of the conversion of works of art into advertising material. The merits of the article advertised and the resultant extensive sales were clearly recognized and established long before the firm enlisted high art in its commercial service. Drawings which

represent the articles offered for sale have a direct usefulness which cannot be claimed for mere fancy illustrations.

The fact that some advertising designs may be the work of artists of standing means simply that, especially in the case of newspaper artists, there is no reason why they should not execute work for any one who is ready to pay the price for it. Artists live to execute and sell designs, and, within reasonable limits, the actual disposition of a drawing made to order is not necessarily a matter upon which they are bound to concern themselves.

If pictorial advertising goes on developing at its present rate it will be hard to predict its limitations. What is to prevent enterprising patent medicine vendors, big soap-makers or eminent shoe dealers from buying up advantageous city street sites from demoralized boards of aldermen, whereon to erect anti-mortem statues of themselves, so designed as to combine all the grace and beauty, in bronze or marble, of the human form divine, with tasteful and catching allusions to the immortal virtues of a tonic, a pill, a soap powder, or a patent leather which never cracks?

Then, too, we might expect to see a "national academy of advertisers," holding its annual exhibitions, its walls covered with the latest works, in figure or landscape, of the leading artists of the day, executed, however, to the order of the principal advertising firms of the country; each picture having an ingenious reference to the various proprietary articles, "worked in" in an apparently artless but unmistakable manner. And thus the incongruous and unnatural union of art and advertising might be indefinitely promoted and fostered until a point should be eventually reached, which few of us, I think, would care even to contemplate.

THE Sunday newspaper must presently assert itself as the most potent vehicle of contemporary English literature. The field of the quarterly magazine, the monthly magazine, the literary weekly, and the so-called weekly story paper has been occupied by the Sunday paper. The functions of all those periodicals have been assumed, and the public now looks to the Sunday edition of the daily newspaper for all that is latest, freshest, most important, and best in current literature of all varieties.—*N. Y. Sun.*

ASKED AND ANSWERED. (FROM A PERSONAL STANDPOINT.)

By "Ben Bolder."

"Which class of advertising pays best?"

Anything that announces your business is an advertisement, whether it be a card, sign, handbill or a newspaper announcement. All have their uses, but for character and cheapness the largest and most successful business men have learned that newspaper advertising is the best. The man who would expend a thousand dollars per year in advertising should, as a rule, devote at least 70 per cent to newspapers.

"Can an advertising agent make my contracts with newspapers and save me money?"

That would depend. If you are a local advertiser, using local papers, it is a rule with most agents not to interfere with such business. No publisher would thank an agent for meddling with what was already his. The agency system was founded for procuring new business, and for which publishers pay an agent's commission. If, on the other hand, an advertiser is what is termed a "foreign" one, then it may be assumed that the agent can, in most cases, save money for his client, if the annual expenditure does not exceed fifty thousand dollars. An advertiser appropriating as much as a hundred thousand dollars annually has but little use for the agent, providing he can secure the services of a first-class expert to manage this branch of his business. Such a man would be worth from \$4,000 to \$5,000 per year, though no fixed sum can be stated.

"I am a local advertiser, using several daily and weekly papers, at an expense of about \$10,000 yearly. Would it pay me to hire an expert to write my advertisements?"

Such a man ought to be willing to devote 10 per cent of a few thousand dollars to pay a competent advertising writer, rather than go along in a haphazard way. Of course, a thousand-dollar man could not be expected to do equally with one worth five or ten times that amount, but he ought to prove a drawing card.

"Is the advertisement set in plain Roman type, without display, best?"

The undisplayed advertisement has merit, but it is no better than a properly displayed one. Dry goods houses

find the former well adapted to their line, but a great deal depends upon the one who writes the copy. A dull presentation of bargains in plain type is much inferior to even an ordinary display announcement.

"Do you think it pays to use illustrations?"

As a rule, illustrations can be made to appeal to the eye more forcibly than cold type. Many of the so-called "art illustrations" are rot, and inferior to well-displayed and well-worded advertisements. If the illustration illustrates an article or a point, it is good, but if merely used to emphasize a word or attract attention, it cannot be expected that a good impression will be made. The art of advertising is not merely attracting attention. A swill cart, drawn through the streets distributing circulars for a certain brand of cologne, would attract attention, but who would deny the utter worthlessness of the scheme for creating business?

"I can get illustrations, including ready written copy, for a small sum. Can I use them to advantage?"

Certain artists and writers make a business of furnishing such service, the illustrations being generally of the comic class. The copy is written in blank, to be filled in by the several advertisers as their business may require. Local advertisers in small towns may use them with effect until it becomes a fad with too many. In a small place Jones, the furniture dealer, is well known to every one, and his comic advertisements may prove a hit, but there is a lack of dignity about the style that would fail to create new business for an extensive advertiser in a large city. Whenever illustrations are resorted to, it is better to insist upon the outline style for most newspapers, as they show well on the cheapest quality of paper and do not fill up with ink.

"What is your opinion of the value of portraits in advertising?"

The use of portraits of advertisers ought to be limited to catalogues or leaflets. In local papers a home advertiser has nothing to gain by parading a likeness of what everybody is familiar with. It shows a vanity that is subject to severe criticism on the part of friends and others which will not bring business. A few of the largest advertisers in America have run the thing into the ground, and now a new aspirant for a monopoly in the chewing-

gum business proposes to make everybody familiar with his phiz. Recent issues of the high-grade weeklies and monthlies show an advertisement occupying about four inches space, nearly two-thirds of which is devoted to a half-tone portrait of some one, while the balance of the space dwells on the merits of pepsin gum. There is neither signature nor imprint to tell who is represented in the cut, but it is charitable to suppose that a high official of the gum company accepts the honor. Not one reader in ten would give a second thought to the portrait, and it is not difficult to understand why all advertising doesn't pay. The mediums in which this advertisement appeared charge an average of ninety cents a line net, which would make a total of about \$36 per issue for each paper used, just for the portrait alone, from which no benefit can possibly be derived.

"Do you believe in continuous advertising, and is the first insertion of an advertisement worth more than any subsequent insertion?"

The most successful advertisers have proved that "keeping everlastingly at it brings success," and by acting on this principle better results can be obtained than by a spasmodic course of advertising lavishly for a time and then stopping for an indefinite period. Many high authorities—notably an experienced agent—have contended that the first insertion of an advertisement is more valuable than any subsequent insertion, and that the only argument in favor of long-continued advertising is the better rate gained thereby. Notwithstanding the statements and counter-statements in the recent controversy, it may be safely set down as a fact that the man who would go hunting with a single charge would not secure much of a bag. An advertiser who shoots away all his ammunition at one shot is not likely to get a corner in his line of business. Aside from dull periods, advertising should be continuous, changing style and matter in nearly every issue.

No publisher should misrepresent his circulation to the extent of even a "quire" or "token," to either advertising agent or advertiser, as they look upon circulation as one of the greatest advantages that a paper can offer. All contracts are based upon it. It's the foundation upon which every advertising agent and advertiser base their propositions.—*A. Frank Richardson.*

CHINESE ADVERTISING.

By Joel Benton.

A writer in the *Cornhill Magazine* for September, who is familiar with the Chinese language, has been making a study of the different styles of advertisements in the Chinese vernacular press. In China proper, he says, there are four daily papers at present printed in Chinese—one at Canton, one at Teintsin and two at Shanghai. All but the first one are under foreign protection; and for this reason the Chinese advertiser who used to air his grievances by placarding his enemies upon the wall as poltroons, or cowards, or whatever they may be, now uses the foreign protected press for the purpose of freeing his mind. By this method, rather than by a lawsuit or an assault, the offended Chinaman gets his revenge. If a mandarin is the enemy to be described, his picture may appear, with this legend: "He still wears a red button and peacock's feather!" Below the picture will appear an indictment commencing as follows:

"Behold a cashiered Intendant of Hupeh, a man without a conscience, an avaricious schemer, one whose vileness is patent to all!"

After this opening all his sins are described in tedious detail.

The paper in Canton is largely patronized on its advertising side by an English druggist; and, in fact, advertisements of nostrums that are foreign are very conspicuous in all Chinese papers. The advertising department, I gather, is really a separate sheet. This part of a copy of the *Shen Pao* (the *Shanghai Gazette*) may well describe the different subjects that get in the advertising columns. A number of this paper, picked up at random, was found to contain 116 advertisements, thus classified:

"Native theatres, 3; sales by auction, 9; lotteries, 18; medicines and medicos, 32; new books and new editions, 15; 'hue and cry,' 4; houses to let, 3; steamers to leave, 4; general trade announcements, 17; miscellaneous, 11."

The "hue and cry" advertisement is the one advertising for a lost wife, husband or other relative. The conclusion of a very long one of "A Husband in Search of a Wife," after recounting whose daughter she is; when the husband married her; her age;

whom she ran away with, and many other things, ends as follows:

I cannot control my wrath and bitterness. My wife has, it is plain, been enticed away by this rascal's deceit. How, I wonder, can a mere tailor's block, like this, succeed in beguiling a girl who has a lawful husband? Surely he has not law or justice before his eyes. It is on this account that I am advertising. Should any kind-hearted gentleman who can do so give me information by letter, I will reward him with \$20; should he bring her back, I will gratefully give him \$40. I will most certainly not eat my words. His kindness and benevolence for a myriad generations, to all eternity, shall not be forgotten.

But before my eyes is still my one-year-old baby girl, wailing and weeping night and morning. Should that rascal presume on his position and obstinately retain her as his mistress, not only to all eternity shall he be infamous, not only shall he cut short the line of his ancestors and be bereft of posterity, but we three—father, son and little daughter—will risk our lives to punish him. I hope and trust he will think thrice, and so avoid an after re-pentance. I make this plain declaration expressly.

Letters may be addressed to No. 4 Hui-fang Lou.

A lady seeks for her son, carried off years ago by the Taiping rebels. Her advertisement for him concludes thus:

Should any who know of his whereabouts do her the honor to write and inform her, she will, as she is bound, gratefully recompense them. If they can bring him back to his home, she will reward them with a hundred pieces of foreign money. She will assuredly not eat her words. A quest.

In an advertisement here given of a wife for a runaway husband, no reward is offered. The advertiser simply promises: "Should any gentleman do her the favor to conduct him back to his home, she will be greatly indebted to him."

In another—a mother advertising for her runaway son—the advertiser says she is "weeping bitterly as she writes for her boy Joy to see." She has received his letter "from beyond the horizon," but "it gives no place or abode." She declares her life depends on his return. This is headed: " Beware of Incurring Death by Thunder!" as a warning to the boy—the Chinese believing that it is thunder and not lightning that kills in an electric stroke.

The following notice of an auction is evidently put in what is called "pigeon" or "business" English:

Li pai 3 slap sale.

A statement determined on li pai 3 ten stroke clock thin hong slap sell wei saa kia large small bottle p'i liquor large small bottle pa te liquor every color chin liquor pa te hun she li po lan tien large small bottle hsiang ping lu mu such goods this divulged.

Lung mao goh statement.

What it means may be thus briefly stated—not translated :

The undersigned offer to sell at 10 o'clock, Wednesday, at their store, an assortment of whisky, beer and porter, in pint and quart bottles, along with other liquors.

Chinese advertisements are largely given up to the lottery business and to patent medicines. "Every Chinaman," says the writer in the *Cornhill*, "is a gambler. * * * Nothing prevents him from having a monthly fling at the Manilla Lottery." Two that are in the medical line I copy below :

FAIRY RECEIPT FOR LENGTHENING LIFE.

This receipt has come down to us from a physician of the Ming Dynasty. A certain official was journeying in the hill country when he saw a woman passing southward over the mountains as if flying. In her hand she held a stick, and she was pursuing an old fellow of a hundred years. The mandarin asked the woman, saying, "Why do you beat that old man?" "He is my grandson," she answered; "for I am 500 years old, and he 111; he will not purify himself or take his medicine, and so I am beating him." The mandarin alighted from his horse and knelt down and did obeisance to her, saying, "Give me, I pray you, this drug, that I may hand it down to posterity for the salvation of mankind." Hence it got its name.

It will cure all affections of the five intestines and derangement of the seven emotions, constitutional debility, feebleness of limb, dimness of vision, rheumatic pains in the loins and knees, and cramp in the feet. A dose is one-quarter ounce. Take it for five days, and the body will feel light; take it for ten days, and your spirits will become brisk; for twenty days, and the voice will be strong and clear and the hands and feet supple; for one year, and white hairs become black again and you move as though flying; take it constantly, and all troubles will vanish and you will pass a long life without growing old. Price per bottle, 3*s*. 3*d*.

MEDICINE FOR SWATHED FEET—BEWARE OF IMITATIONS.

Our Lily-print Powder has been sold for many years, and may be described as miraculous in its effects. By its use the foot can be bound tight without any painful swelling, and yet be easily brought to a narrow point. Price per bottle, twopence. Also our Paragon Powder, the sole cure for furred sores caused by binding. Threepence a bottle. Sold only at Prince's Drug Store, at the sign of Great Good Luck in Pao-shan ("Precious and Moral") Street, Shanghai. All others are imitations.

The names of the three theatres in the *Shen Pao* (though the Chinese call them "tea-gardens") are "The Old Red Cassia Tree," "The Chant to the Rainbow" and "The Celestial Fairies." Several plays are given in each at one sitting, as the following advertisement will show :

THE FAIRIES' TEA GARDEN.

The 9th of the 10th Moon: Daylight Performance.

An Empress' End.

The Assault on Hui-Chou City.

The Dragon's Cloak. The Jasper Terrace.
The Pass of Hao-tien.

The Women's Shop. Snow in July.

The Roll of Pure Officials.

Battle in the Five Quarters.

The 9th of the 10th Moon—Evening Performance.

The Pacifying of the Northern Seas.

Two Faithful unto Death.

Story of a Changed Sword.

Abuse of Ts'a-o-Ts'a-o.

A new play dealing with Civil and Military Officials.

TEN TIMES A WARRIOR.

The Lamp of the Precious Lotus.

The Mount of Fragrance.

White Sparrow Temple.

Visiting the Ten Fanes.

I conclude this view of advertising in the Celestial Empire with the final comment of the *Cornhill* writer :

The Chinese advertiser does not lack imagination; in picturesqueness he can give points to his Western rival. What he needs is a Herkomer or a Millais. So far he has been hampered in his flights by the limitation of the wood block; when he begins to import canvases and R.A.s, then, ah, then! Pears, and Eno, and Beecham, and the Monkey Brand that won't wash clothes will have to lay in a new stock of poets and men of letters if they would vie successfully with the Chinese uses of advertisement.

HERE AND THERE.

By Horace Dumars.

A prolific field for wasting money in country places is to be found in the overdone practice of fair advertising. I haven't a word to say against fairs or their patrons, and, where there is not too much of it done, the fair ground will be found to be a good place for reaching a very desirable class of people; but for the entire business community to hold back its advertising until fair week and then deluge the visitors with advertising matter is, in my opinion, a very poor way of obtaining results. People never pay as much attention to advertising in times of excitement as when nothing of interest demands their attention, and the good old farmer, who is used to quiet times, is no exception to the rule. The fair is too exciting and absorbing to him to permit of his perusing the half-bushel of printed stuff which is thrust upon him ere he has been on the grounds an hour. His good nature will not permit of his refusing to take every pamphlet, circular or paper which is handed to him; but after he gets an armful of advertising matter he certainly does not retire to a secluded spot and devote his time to learning what the generous public would have him know and which it has embodied

in the hundred and one announcements which have been showered upon him.

Half the money represented in his armful of undesirable matter if put in the advertising columns of his newspaper would have a more convincing effect upon him, for it would catch him at home when he is inclined to digest the advertisements. But it looks like doing something great to stand in a convenient place in one's display at a fair and pass out pamphlets or catalogues by the thousands, and so dealers imagine that their work is going farther than where their advertisements slip quietly away through Uncle Sam's mail and are scarcely seen by those who pay the bills; but I will wager that if they will trace returns that the advertisements in the newspaper will give far greater results for the money expended than is secured from the printed matter, even though it be handed out by the head of the firm.

Publishers of agricultural papers are in a measure to blame for the system of giving away advertising matter on fair grounds, for many of them resort to the practice and send agents to all fairs that are of any importance to hand out copies of their publications, and thus set the bad example to the advertiser. They not only set the example, but they put forth this measure on their part as one of special enterprise, and offer it as a reason why advertisers should take space in their columns. There is reason in the manufacturer, who has an elaborate display at a fair, giving out matter that shall aid the spectators to understand the importance of the mechanical devices he wishes to call their attention to; but the publisher, having nothing of that kind, merely joins the army of dodger distributors and does neither himself nor his cause any good by giving out gratuitous copies. Better miss the circulation thus obtained or forward that many sample copies by mail, so that they shall catch the farmer at a time when he will give sufficient attention to the publication and its advertisements to make them of value. Every publisher knows that judicious advertising inserted in the columns of a paper is worth more than the distribution of advertising matter at fairs or any other public place; but if he gives away his paper as if it were a dodger, how can he expect to convince

advertisers that there is more virtue in using his columns than in following the example he sets them in relying upon this handbill plan of advertising?

ADVERTISING IN COLLEGE PUBLICATIONS.

By A. E. Beckwith.

At the present time thousands of dollars are annually expended throughout the country for advertising in college publications, yet we seldom hear anything concerning the subject, and it is not until recently that the money so spent has been taken from the regular appropriations for advertising purposes. Until within the past few years the general advertisers have regarded this outlay as a matter of charity, with no thought of a direct gain to their business; but results have proved that this branch of advertising is a profitable one, and with a little attention is capable of paying large returns.

At the present time there are four college dailies published, which for their advertising patronage depend largely upon the local dealers. The number of weeklies and bi-weeklies is much larger, but they are unimportant to the general advertiser, who, in seeking to attract student patronage, turns his attention to the college annual. In the production of these books there has been a constant rivalry between the various colleges, consequently the annuals often contain work of a high literary character; are illustrated by the finest and most expensive engravings, and are beautifully bound. An advertisement inserted in such a publication has, among other advantages, the merit of permanency, lasting as it does for a year.

The college annual is not once read to be laid by, but rather serves in the place of a college directory, and does constant service until the publication of its successor. It is therefore evident that a carefully prepared advertisement of an article of interest to the college student cannot find a better or more thorough medium. But comparatively few of the advertisements for college annuals have been neatly and attractively gotten up, many of them being copied directly from the daily papers. The college annuals of Harvard, Yale and many smaller colleges are full of advertisements that show hasty preparation.

A little of the care now used in preparing such matter for the leading magazines would do much toward helping both the advertiser and the publications. Intending advertisers in college papers would do well to study the neat announcements of Dreka, the Philadelphia stationer; the Eastman Camera Company and G. W. Simmons, of Boston—firms that have large and constantly increasing college trade.

Not the least fault with the advertisements in student papers is their inappropriateness. No dealer would think of advertising razors in a dry goods journal, yet in the 1890 Wellesley Legenda the attention of the ladies was called to the fact that there was but one good threshing machine on the market. Whether or not the above advertisement was a financial success I have not heard, but I know that many of the advertisements inserted during the past year in student publications have just as surely called attention to some article of no use or interest to their readers as did the above illustration. Very few students will invest in real estate mortgages, but there are few of them, however, that will not buy books, pictures, articles of every-day use and luxury. Recognizing the fact that if a considerable amount of advertising matter were to follow continuously, the editors of the leading college publications have inserted attractive cuts and reading matter among the advertising pages, and by refusing to accept contracts for the cover pages have to a great measure dispensed with the troublesome question of preferred position.

Many firms refuse to patronize these mediums on the ground that as students are great readers, an advertisement in the magazines will serve the purpose as well. To a very limited extent only is this true, for as a rule the magazine receives but little attention from the average college student, and results have shown that from a hundred answers to a magazine advertisement but a small proportion of them come from students.

During the past two years I have had occasion to come into direct relations with some of the largest firms using this class of medium, many of them advertisers of wide reputation, and, though many of them admit being disappointed as to the result, the majority of them agree that a profitable trade has been acquired through the use of college publications. The trouble in

the past has been with the advertisers more than with the mediums. Unattractive and uninteresting advertisements are dear at any cost, especially in a high-grade and expensive publication. The last number of the Wellesley Legenda contained upwards of a thousand dollars of advertising contracts, the majority of the advertisers being firms well known throughout the country. This is but an average example and well shows to what an extent this branch of advertising has already grown. The question as to whether or not it has reached its limit is an interesting one, and will soon be decided, as several of the colleges have already in work new and unique publications, which, to be successful, will have to contain a large amount of advertising matter.

A COUPLE OF SUGGESTIONS.

By A. L. Bancroft.

The advertising that is of the greatest benefit to the advertiser is that part that the public see and take in, in spite of themselves. But few people will make a systematic study of advertising matter for the sake of the benefit it will be to them, unless they are seeking to supply some particular want, and then the classified advertisements are the ones to be scrutinized.

Consequently the wording of an advertisement, and particularly its typographical appearance, whether it is painted upon a fence or printed in a newspaper, are of the greatest importance.

Catch words, either in the heading or in the body of the advertisement, or both, should be made use of. The more skill that is shown in the use of them, all things being considered, the better the results are likely to be.

* * * * *

It frequently occurs—in fact it is almost the rule—that fine, expensive periodicals are carelessly wrapped for mailing. A short band is put around the middle, which usually results in tearing several leaves at each edge of it, and the ends not covered by the band become soiled and the corners dog-eared. The magazine or pamphlet is sometimes crushed or folded more than necessary in putting on the wrapper. Why should a publisher go to the expense of thousands of dollars to produce a very fine thing and have a two-for-a-cent mailing boy mutilate it

in order to save a fraction of a cent a piece in sending it out to subscribers?

If the business manager could also be the one to receive the mail and see the condition that it arrives in, we think that all this would soon be changed.

HELP FOR ADVERTISERS.

By T. E. Hanbury.

Help in advertising is what every advertiser needs, and to receive this help he must go to some one who knows something about advertising, and in proportion to said person's knowledge, gathered from experience, will his advice be valuable or worthless.

I know advertisers—and their name is legion. Some think they know it all, some think they know almost all, others think there is at least something to learn about it, and some few think that advertising is a science which requires a long course of study and experience to master.

Whenever a person comes to the latter conclusion he usually does so after having had a costly experience; and if his exchequer holds out and he profits by his past experience, he is sure to become in time a good and true and successful advertiser.

First, advertisers must learn which are the best mediums, how much a given service is worth, how to best arrange and display what they wish to bring before the public; and, when these facts are settled, they want to know the best plans to get as much "milk out of the advertising cocoanut" as that "nut" is capable of yielding. Now, to do this successfully, and at the same time to "catch" the public eye, and have the moneyed returns from the venture in every way satisfactory to the advertiser, is no easy task; it is one which requires the services of an expert to accomplish.

What, then, should the prospective advertiser do to obtain the best results for a given outlay? He must study his resources, have a good article that will stand upon its merits—something people need—ascertain how much money he intends spending in advertising, and then proceed in the best way to reach desired results.

"But," it will be asked, "how is he to do this?" First, let him find an accomplished, learned and experienced doctor of advertising, just as he would for other purposes desire the services

of a doctor of law or divinity, or possibly a doctor of medicine to treat a diseased patient, and when he has found such a person let him hear in detail his advice and then follow it, until he becomes sufficiently learned to do his own work, which may require many years of patient practice and toil.

If advertisers would do this, thousands of dollars would be saved which are otherwise lost. I may say, further, that all would be benefited by a judicious expenditure of such advertising money, viz., the advertiser, the agent or expert who conducts the business, and the publisher. The advertiser would receive a proper return for his investment, the expert would be rewarded for his services, and the public would secure a permanent customer.

Wasteful advertising is what has wrecked many an otherwise successful business. If the plan herein outlined was strictly followed there would be fewer failures, fewer publishers to lament over unpaid bills, and more advertising experts would be employed at remunerative salaries.

The business of advertising is a science. Don't think you can learn it in a few days, weeks or months, but view it as a vexed and intricate problem which requires time, ability and experience to solve. When this is done, its many labyrinths will appear plain, crooked lines will be made straight, and "Help for Advertisers" will be no longer needed.

APHORISMS IN VARIOUS MANNERS.

Toothwash dealers all remind us

We can make our ads. to rhyme,

Simply hiring bards to find us

Change of copy all the time.

—Longfellow (up to date).

Nothing is obvious but the imperceptible; the modern journal is a salutary growth, since in the modest secrecy of its advertising columns are discovered by the esoteric maxims whose beneficence is perceived as soon as they are overlooked. It is easier to make a thing than to advertise it.—Oscar Wilde (humbly emulated).

I hold it truth with him who sings

His one clear note in diverse tones,

That men may rise on stepping stones

Of their old ads. to better things.

—Tennyson (revised).

"George," said the proprietor, "what has happened to the opposition store across the street? Yesterday it was the smartest rival I possessed. To-day it is all broke up and demoralized, and all the business comes this way. I cannot understand it at all."

"Father," replied the advertising manager, "I cannot tell a lie; I did it with my little ad!" (Origin lost in mists of antiquity.)

T. B. R.

MR. POWELL'S CREED.

The advertising manager of the Overman Wheel Co., Mr. G. H. Powell, issues the following circular, addressed to solicitors of advertising:

WITH THE DEAR SOLICITORS.

Naturally, I receive many visits and communications from advertising solicitors, who are never tired of showing the great profits to be made by advertising Victor Bicycles in such and such mediums. Sometimes I wonder if there ever existed a scheme that wasn't specially adapted to my line—from toothpick holders to a hotel register.

I am moderately conceded, and hold, with a tenaciousness that would do credit to a trained bull dog, certain opinions. But my earlier experience is wholly to blame.

I have kicked a Gordon jobber, fed a country cylinder on a three-hundred run of the village weekly, which was rated double that number in the directories, and have seen a dummy pile on the fly table to "prove" circulation to the advertiser who chanced to stray in on paper day. I have solicited "ads" with considerable success, and never lie—it's too painful a subject; let's drop it. I have been guilty, however, of accepting a few checks from certain agents and others, the figures showing much smaller sums than would have been indorsed had they not arrived on publication day, and advance payments at that. And I might go on; but why linger on sacred memories? I've been through the mill, but don't know it all and never will. Only enough to state

MY CREED.

All newspaper men are not liars when it comes to circulation, but a few are, whether from nature or from necessity. I am not prepared to say, but probably the latter.

The standard newspaper directories are the Bradstreets of advertising—though more liable to overrate than underrate. I go by them. I have no sympathy for the publisher who charges unfairness; if he is underrated it is his own fault. There's a remedy, and he knows it, or should suffer if he don't know.

I don't accord a higher rating than the directories allow a publication, unless I have positive proof to the contrary—not the solicitor's proof, either. If a big gain in circulation occurs between publications it is better to delay a raise of rates till the directories announce the fact. A really valuable man never jumps from one job to another as soon as he finds out that his services are worth a trifle more than he is receiving. He waits until he is worth a good deal more, and then others will be aware of the fact also. Here is a moral.

I am talking about regular publications, and don't pretend to be "up" on directory, chart,

and kindred schemes. The most I know about them is a number of unpaid bills for their printing, which the enterprising solicitors forgot to settle after obtaining enough copies to collect on.

I have no earthly use for special offers of space until I have had time to calmly study the regular printed rates and find out where the weak spots lie, if any there are. I am so piggish that I want every dollar expended to go as far as it will.

I don't find it profitable to trade Victors for due bills in country papers. It may pay some time, but not now.

I have little regard for elaborate card rates for any publication less than a year old, and none whatever for those made up on the "boiler plate," or "patent inside" system.

I don't represent a charitable institution, and am not rushing with open arms, contract in hand, to advertising managers who "have made fair rates and won't deviate a particle."

I am mean enough to ask agents' discounts, and a good deal more for cash. I have been known to trade Victors at list price ("no discount except to agents") and take pay in advertising in publications rated B 2, at 25 per cent from net rates.

I believe in half a cent a line per thousand and circulation, including preferred position. I also believe in a cent a line per thousand in rare instances and on certain conditions—rarely, however.

I have seen beautifully printed rates, where 1,000 lines within the year cost \$1 per line per issue, while two inches on a yearly order cost \$1.10 per line per issue. I believe that the man who charges more pro rata for 1,456 lines than he does for 1,000 lines needs a lesson in discounts (I charge nothing for my services).

I have never been guilty of paying 25 per cent extra for the privilege of inserting a striking electro of Vic-

tors, and never shall be.

I like to spare a few minutes with the dear solicitors, when they are ready to "come down on earth" and stay there. I would give them all flat contracts, if the money would hold out, but there's so many I can't; besides, it isn't business, you know.

G. H. POWELL,

Advertising Agent, Overman Wheel Co.
Victor Bicycles.

I BELIEVE it is the first article of Mr. Powell's creed that an advertisement ought to be truthful. This should be also the belief of every business writer and advertiser, and they should act up to the belief. Lying is not only not necessary in business, but it is ruinous in the long run to those who practice it. Truth, on the other hand, always makes friends, and there is a great satisfaction in knowing that your customers have confidence in what you say and what you sell.—John S. Grey.



GEO. H. POWELL.

Correspondence.

A WOMAN EDITOR'S EXPERIENCE IN COUNTRY JOURNALISM.

THE GAZETTE,

MARIPOSA, Cal., September 21, 1891.

Editor of PRINTERS' INK:

In PRINTERS' INK of September 5, I have just read E. W. Howe's fine disquisition on country newspapers, and while there are huge quantities of truth in it, and none of them very pleasant ones, there are also some points which are not absolute facts.

I have always considered country newspapers as moral factors in human education, while the big city dailies more often pander to the more vicious traits in nature. To be sure, there is a great sameness in the local columns of all country papers; the same mention of comers and goers, under different names; the same exultation over some proposed improvement in public scheme, and the same formula of thanks for the basket of peaches—fine ones on the top, and dwindling down to small, wormy ones toward the bottom; but then the editors are all human beings, all built on the same plan, with minds all run in one mold; so what is to be expected?

Only those who have run a country paper can imagine the difficulties and almost perils which hedge in the unlucky wretch who admits that the brain power, such as it is, which keeps his paper alive is contained in his cerebral appendage.

Especially hard is the position in the smaller towns, where every one knows all about everybody else, and the editor is expected to take sides in all social and factional squabbles and fights.

Mr. Howe says he has never yet met a man who did not think he would succeed as an editor. Well, I don't know but that he is right, as far as men are concerned, but there are such creatures nowadays as women editors.

Indeed, I know one; we wear the same dresses. She has been closely connected with newspaper work twelve years, having married a country editor. During his lifetime she aided him in various ways, learning to set type, criticising and correcting his writings, smoothing out wrangles which he, as an irritable man, was incessantly getting into; taking care of her babies and shunning everything which smacked of woman's rights or public missions. Well, three years ago the poor, delicate husband died, leaving this woman, still young, but faded out of all semblance to youth through ceaseless vigils and hard work, with a printing office saddled down with mortgages and lots of smaller debts on her hands, and exactly \$13 in the house to pay debts with.

She was a coward then, and doubted her ability to run the paper for the next issue, but there were legal advertisements which had to be carried out; so she took hold, and with the aid of one printer struggled on. She never claimed to be an editor; she has never for a moment considered herself a literary success, and many times, when persecutions have closed in thick around her, she has wished that her pen and composing stick were a tub and washboard; but she has considered herself a financial success.

By hard work and close management she has paid off the mortgages and other debts, owns her paper clear, has a new job press paid for, a new dress of type, and has made many

friends among the journals of her State, and yet she knows she is not what men would call an editor.

She will never publish any unclean article, neither does she indulge in bitter personalities. She can't afford it, but every bummer who comes along with a plausible tongue imposes on her as he would not on a man nor on a city paper, but she plods on.

Now, Mr. Howe's article was all devoted to the failure of men editors, so I gave my time to this woman. She knows she would be called a failure by that sharp-penned critic, but "she hath wrought the best she knew," and little will be required where not much is given.

I only wanted him to know that all editors are not vain, neither were all sure they were the brightest stars in the literary firmament.

MRS. F. A. REYNOLDS.

A PUBLISHER'S DILEMMA.

ONTARIO, September 22, 1891.

Geo. P. Rowell & Co.:

I have your circular regarding circulation statement for the American Newspaper Directory. I see you are adopting a new classification, and that to protect myself I and other publishers must give you statements, or we are likely to be misrepresented. Now, this is how it is with me, and I would like a reply to this part of the letter in PRINTERS' INK, if you think worth while.

For several years I have been weeding my list, cutting off all non-paying subscribers, and reducing it as nearly as possible to a cash-in-advance basis. I have done no canvassing, nor offered any inducement beyond an honest dollar's worth for a dollar. I believe now that my list is as clean as any country weekly.

My competitor in the same field, on the contrary, has had a lottery scheme for two years, and has rolled up quite a circulation; in many cases several papers in one family, merely for a chance in the lottery. He never cuts off a delinquent, and I am now informed is paying an agent twenty cents for each name sent in, whether cash goes with it or not. By this means he claims 1,000 more than I do, or any other paper in three counties, and you have rated him among preferred papers, dropping me.

I am not complaining at home about this matter. The causes are well understood here, and my paper leads for advertising, and I get the best rates, but it looks bad with foreign advertisers. I claim that my bona-fide circulation is greater, but the figures my competitor gives are greater than mine. Now, if I give a statement I am at a disadvantage; if I do not you rate me very low, indeed.

I don't know that I have made this quite clear, but should like to hear from you on the subject. Very truly,

Editor and Proprietor.

Without doubt his competitor is entitled to the higher circulation rating, although it may be that our correspondent's circulation is worth more to an advertiser. In any event, it is difficult to see why it will not be as well for him to be correctly rated in the Directory as to be underrated. He had better send a statement. It costs nothing.

COUNTRY NEWSPAPERS.

Editor of PRINTERS' INK:

I was very much interested in the article on country newspapers that recently appeared in the *Century Magazine* and afterwards printed in PRINTERS' INK. It stated a number of interesting facts, and stated them well. The writer had had experience in country printing offices, and his experience was of the kind that many of us have every day in the year.

There are some facts concerning the advertising department of the country newspaper, as we find it in this part of the world, which may differ from conditions further east. Some of us think that we have a pretty hard time keeping in the traces the local advertisers, to say nothing of the advertising agents, who send their propositions in upon us with interesting regularity. Many of the evils that the country newspaper man has to deal with are local, after all. In one town the conditions will not prevail which one finds in another town fifty miles away. I happen to know that in some North Dakota towns nearly everything the newspaper man does he is obliged to trade for. His job printing he is expected to trade out—his advertising the same.

If his patron is a storekeeper of course the pay must be trade; if the patron is a farmer it must be wood, a calf, some wheat or other produce from the farm. In many of the county-seat towns this state of things prevails to a large extent. But there are many towns where more metropolitan ideas are in force. I suppose in every town in this State the newspaper publisher makes a practice, as near as he can, of buying goods at the stores that give business to his office. But the business of the printer is debased when the storekeeper assumes that every cent's worth of advertising or job printing he has done must be taken out "in trade."

If ever there was a season when the country newspaper man in North Dakota should drag himself from beneath the thraldom in this regard, it is this. The farmers will soon all have money. Their crops are abundant, and prices will be good. The railroads are ready to carry the produce to markets, where cash, and not barter, is to be had in exchange for wheat, corn and oats. The storekeepers will get money in abundance, and it is high time that our advertising newspaper men get where they can grasp a few dollars, and not take it all out in trade.

A NORTH DAKOTA PUBLISHER.

"OBJECTIONABLE" ADVERTISEMENTS
AND THE POST-OFFICE
CENSORSHIP.

NEW MARKET, N. J., Sept. 28, 1891.

Editor of PRINTERS' INK:

Is it not about time the people should have something to say as to the outrage perpetrated by the P. O. Department in their unwarrantable interference with some of the most prominent publications in the country?

Intimations that certain advertisements are objectionable have been made by subordinates in such a manner that it amounts to a threat that unless they are discontinued an order will be issued to refuse the right of the mail to the publisher.

Two advertisements that appear, to my knowledge, in *Frank Leslie's Popular Monthly*, *Budget of Wit, Pleasant Hours*, Allen's Lists, the *Metropolitan and Rural Home*, the *People's Home Journal*, *Farm and Fireside*, *Ladies' Home Companion*,

Vickery & Hill's List, Fashion Bazaar, Home Maker, Comfort, Great Divide, Agent's Herald, Bedford's Magazine, Leisure Hours, Munyon's Magazine, and at least 100 other publications of like character, have been objected to in one of the cleanest monthlies published in New York, whose publisher writes, under date of 6th inst.:

"I fully agree with you that the Hon. John at Washington is taking a good deal upon himself in usurping the rights of Congress, so far as law making is concerned. But what can we do?"

"He has the power and the will to throw out an entire edition of the publication, involving to us a loss of thousands of dollars. It is true we can fight, but what becomes of the publication in the interim? We were obliged, in self-defense, purely, to take the course we did."

This censorship is repugnant to the mind of an American, and the power that makes and unmakes Cabinet officers never needed exercise more than at the present day.

STANLEY DAY.

CHESMAN KNOWS A GOOD THING.

THE AMERICAN STOREKEEPER,
A Medium Between Buyer and Seller.
The Holley Publishing Co.,
555-557 "The Rookery,"
CHICAGO, June 25, 1891.

GEO. P. ROWELL & CO:

We are in receipt of the enclosed circular, and forward it to you, thinking it may be of interest.

HOLLEY PUBLISHING CO.

Special work in this city and the Northwest brings us in contact with advertisers who would make good use of a newspaper directory if it could be had without expense. We are in the habit of presenting copies to patrons and large advertisers, and, in order to do this with the least possible expense, are at all times looking for copies at reduced prices.

We notice you are an advertiser in Rowell's Directory for 1891, and assume that you have a copy of the book. If you have one in good order and are willing to part with it we have this proposition to make for its purchase, etc.—*Extract from the printed circular enclosed, issued by Nelson Chesman & Co., of St. Louis.*

NEEDED AN EDITOR.

From the *New York World*.

Three newspaper men were playing billiards in the spacious billiard room of the Palmer House the other afternoon, while two fellow-workers in the business looked on and made remarks about the game, says the Chicago *News*.

The game could not stand many remarks. It was weak and halting. When, after many efforts and sundry wild dabs with the cue, one of the trio would count, the quintet would indulge in wild hilarity. But this did not happen often.

The buttons were becoming fastened on the wire by rust. The play was bad. Shots were made with the best intentions in the world, but somehow the balls always rolled too far to one side or other. Finally, after a period of futile shots, one of the onlookers said:

"You fellows ought to get some one to 'read copy' on that game you're playing."

"How is that?" asked the player who had missed last.

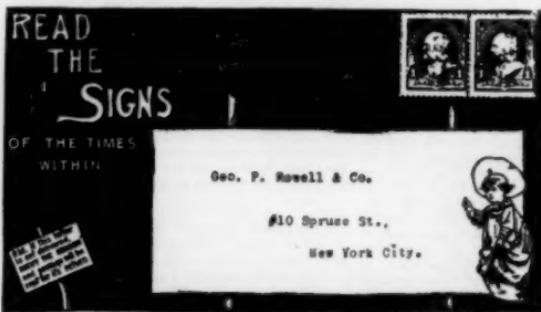
"Because there's so much bad English in it."

UNIQUE ADVERTISING ON ENVELOPES.

Advertisers who use circulars frequently exercise some little ingenuity in devising envelopes of striking and unusual appearance. This is probably done with the idea of escaping the

To remedy, or at least modify, this objectionable feature as much as possible has long been the aim of electro-typers, but the means to this end were generally very thin ribs—too light to retain their shape when roughly handled—or a reduction in the number of supports, making a weak-backed and debilitated cut.

In an electro-type recently patented by W. T. Barnum & Co., of New Haven, Conn., the weight is reduced by drilling circular holes about half an inch in diameter in the longitudinal ribs at intervals of a



much-dreaded waste-basket. They trifle less than one-half an inch, also serve as a sort of flag to warn the recipient of the undesirable character of the contents. In large offices, the ordinary ribs, where the mail is all opened by one

A cut thus perforated, while capable of standing as rough usage as one with the ordinary ribs, is considerably lighter; a $\frac{1}{2}$ inch electrotype with holes weighing one ounce less than before being drilled—that is one cent apiece saved in postage.

The cross ribs in Messrs. Barnum & Co's cuts are made of iron instead of type metal, and the whole appears to be a desirable combination of lightness and strength, with the further advantage that the cost of manufacture is lessened rather than increased.

person and distributed among the proper departments, such envelopes afford a little innocent diversion for the mail clerk, and don't do anybody very much harm or good.

In the way of return envelopes the one gotten out by Mr. Warren P. Lovett, and shown on this page, is specially ingenious.

AN IMPROVEMENT IN ALL METAL ELECTROTYPE.

The weight of metal base electro-types, and the consequent expense entailed in mailing them, have always been a drawback to their more general use.

DON'T advertise in a half-hearted, listless manner; word your advertisement and run it with a determination to reap good results. Don't go into a medium doubting its efficiency, but make up your mind fully, before using, that it is well calculated to serve you. If anything in the world is worth doing well, advertising is that thing. Doubt and uncertainty as to results should never accompany an order. A thorough knowledge of just what one is driving at in this line of business is indispensable, without which there can be no faith or hope in the outcome.—*W. W. Hallock,*



THEY BELIEVE WHAT THEY SEE
WITH THEIR OWN EYES.



P. T. BARRY.

The men who are best informed concerning the capacity of PRINTERS' INK for reaching advertisers and securing attention from them are those who travel about and visit advertisers in pursuit of business interests of their own. Among the best known men of this class is Mr. P. T. Barry, the representative of that great combination of country newspapers known as the Chicago Newspaper Union. The following conversation expresses Mr. Barry's opinion of PRINTERS' INK, based on his observations during the past four years :

" You are Mr. P. T. Barry? "

" Yes, sir."

" What business are you engaged in, Mr. Barry? "

" I represent the Chicago Newspaper Union Lists."

" Do you travel for them, and make advertising contracts? "

" I travel for them, and make advertising contracts."

" In the course of a year you see most of the well-known advertisers of the country? "

" Yes, nearly every one of them."

" Is the course of your travels, Mr. Barry, and in your visits to advertisers, do you ever see PRINTERS' INK? "

" I see it everywhere among advertisers."

" Do they seem to keep the paper, or does it go into the waste-basket, so far as you know? "

" Well, they seem to be interested in the paper; but as to its final disposition I cannot say."

" Well, what indications do you see that would lead you to think that they take an interest in it? "

" Because it is on their desks. Usually the

manager of the advertising department in a house has it on his desk, and seems to glance over its pages—I often see them."

" Do you ever hear it spoken of? "

" Very often, very often, as bright and valuable to both advertisers and publishers."

" Is it a good medium for a newspaper to advertise in to attract the attention of advertisers? "

" We have found it so. The Chicago Newspaper Union have had several page advertisements in it, and we have heard from them in every direction."

" The price for a page advertisement in PRINTERS' INK for a year is \$5,000. Do you think that is cheap? "

" Well, I do not care to answer that question directly, but would like to see the Chicago Newspaper Union take a page in it for a year."

ENORMOUS CIRCULATIONS.

THE BOSTON GLOBE

Sept. 22, 1891

Dear Sirs:

We have your circular concerning circulation. The *Globe* has averaged 160,000 per day for a year and a half but if you will stop at 75,000 it does not seem worth while to fill out any blanks

Yrs truly
Chas. H. Taylor.

Since the receipt of the above letter the following communication has been sent by registered letter to the Boston *Globe* and one hundred other papers credited in the last edition of the American Newspaper Directory with regular issues exceeding seventy-five thousand copies. Some of them print three or four times this number.

" A " is the highest circulation rating that will be given to a newspaper in the next issue of the American Newspaper Directory.

" A " means exceeding 75,000 copies. A paper issuing one, two or three hundred thousand copies will still be rated " A. "

In the last issue of the Directory one hundred and one papers were accorded circulation ratings exceeding 75,000 copies.

Of these, thirty-one were rated " B ", and in accordance with the rule adopted for compiling the next issue these will belong in Class B, provided no new information has reached the editor of the Directory since the last volume went to press.

Every paper desiring to send a statement

setting forth what has been the actual edition of every issue for a full year will be permitted to have the exact average edition stated in Arabic figures following the rating letter. The fact that these Arabic figures represent the "actual average for the past year" will be stated in italic type. This is all done without expense to the paper. To secure an exact rating as above, it is only necessary to place on file at the Directory office a duly signed statement of the actual number of copies printed of each issue and the date of each issue for a full year; the figures being correctly added and the sum divided by the number of actual issues so as to correctly exhibit what the actual average issue has been.

Without such a statement, it is not intended that any paper belonging in the "A" class shall be accorded any additional rating in Arabic figures.

GEO. P. ROWELL & Co.,
Publishers of the American Newspaper
Directory,
to Spruce Street, New York.
NEW YORK, Sept. 29th, 1891.

THE DRAMATIC TIMES.

Below is given the yearly statement of the circulation of the *Dramatic Times*, as made to the publishers of the American Newspaper Directory. It is to be remarked that this purports to be the sort of statement that entitles a paper to an exact rating in Arabic figures; and to have the correctness of the rating guaranteed by the publishers of the Directory, who offer to pay a hundred dollars to any one who succeeds in proving such a statement as this to be untrue:

Statement of the Dramatic Times' Circulation from September 6, 1890, to September 5, 1891.

September	13.....	18,200
"	20.....	18,600
"	27.....	18,400
October	4.....	18,500
"	11.....	18,500
"	18.....	18,502
"	25.....	18,060
November	1.....	18,500
"	8.....	18,563
"	15.....	18,542
"	22.....	18,501
"	29.....	18,508
December	6.....	18,560
"	13.....	18,796
"	20.....	18,756
"	27.....	18,706
1891.		
January	3.....	18,934
"	10.....	19,000
"	17.....	19,500
"	24.....	23,500
"	31.....	19,200
February	7.....	19,340
"	14.....	19,450
"	21.....	18,670
"	28.....	19,786
March	7.....	19,200
"	14.....	19,345
"	21.....	19,100
"	28.....	19,473
April	4.....	19,890
"	11.....	19,679

April	18.....	19,879
"	25.....	19,301
May	3.....	19,800
"	10.....	19,000
"	16.....	19,800
"	23.....	18,974
June	30.....	18,667
"	6.....	18,078
"	13.....	18,942
"	20.....	19,001
"	27.....	19,300
July	4.....	19,705
"	11.....	19,705
"	18.....	19,567
"	25.....	23,100
August	1.....	19,100
"	8.....	19,500
"	15.....	19,450
"	22.....	19,781
"	29.....	19,869
September	5.....	19,800

7016 043 752 19379

*Actual Circulation
19375 weekly
Spotscher
etc
Dramatic*

Our object in reproducing this statement is for the purpose of showing to theatrical papers as well as others that to secure a correct circulation rating in the American Newspaper Directory is a simple matter. All that is needed to be done is to send in a true statement.

VALUE OF COUNTRY NEWSPAPERS.

DR. KILMER & CO.,
Standard Herb Remedies,
BINGHAMTON, N. Y., Sept. 21, 1891.

Press, Lawrenceburg, Ind.:

We make you the bona-fide offer of \$8.10 for the insertion of our ads. (see copy enclosed) and herewith send contract made out at this figure. If accepted, sign and return to us without delay. We consider this offer a very liberal one and should insure your acceptance. Have closed with many papers in your vicinity at even a lower rater than this.

We are daily in receipt of letters from publishers soliciting our contracts direct with them at same price and discounts, and in many instances at a lower price than given to advertising agents, expressing freely the opinion that both publisher and advertiser can be better served by so doing.

We pay cash, and all bills promptly when due. Should our firm be unknown to you we would respectfully refer you to Dun or Bradstreet's Mercantile Agency, the Merchants National, or any other bank in Binghamton or New York city.

Very truly yours,
DR. KILMER & COMPANY.

THE PRESS,
J. E. Larimer, Prop'r.
LAWRENCEBURG, Ind., Sept. 24, 1891.

Messrs. Geo. P. Rowell & Co.

GENTLEMEN—Inclosed you will find a proposition from a well-known patent medicine firm, and also some remarks by them relative to ad-

vertising agents. If, as they allege, they have "closed with many papers" in this vicinity at even lower rates than they offer the *Press*, there must be a larger field hereabouts for the work of the fool-slayer than I had imagined. We wrote offering to do the work for \$17—\$12 for the four-inch advertisement and \$9 for the two-inch notices—or exactly according to inclosed schedule. The *Press* does not intend to be caught by any firms wanting advertising agents' commission because they "do business direct."

J. E. LARIMER, Proprietor.

The advertising to be inserted is a 4½-inch electrolyte with a picture, of which a reduced fac-simile is here inserted, and has four accompanying



reading notices of 15 lines each, to appear one each week and then to be repeated in the same order for a year.

The Lawrenceburg *Press* is the best newspaper in a town of 4,280 population. That it prints more than a thousand copies weekly is guaranteed by the American Newspaper Directory by a forfeit of \$100.

The question now is: Did the advertiser offer too little—or does the publisher ask too much for the service?

THOSE DAMNING MARKS.

From the Chicago Tribune.

"I never saw such funny writing as George's is," said the beautiful young girl, as she held an envelope up for the inspection of her married friend.

"It is rather illegible," was the reply.

"Oh, I don't mean that," was the quick response. "He puts such funny marks in it. You know he's only written me three or four letters since we've been engaged, because he's been in the city all the time; but when he does write one it looks so funny. It's all filled with marks like this, '¶', and then he makes character 'ands,' like this, '&,' and puts a ring around them. And at the end of all his sentences he puts a cross like this, 'x.' Then, when he makes a figure he puts a ring around it, and always draws two lines under his own signature. And sometimes he draws a line through capital letters, and once he crossed a word out and then drew a ring around it and

marked it 'stet.' It's awful funny. I can't make anything out of it."

"My dear," said the married woman, as quietly as her excitement would allow, "have you no suspicions?"

"Suspicious!" exclaimed the beautiful young girl in alarm. "Oh, no. Of what?"

"Has he never confessed?" persisted the married woman, with Spartan firmness.

"George confess!" cried the fair maiden. "Martha, you alarm me. Are they counterfeiter's marks?"

"Worse," was the solemn answer. "Ethel, your husband will be out nights. He will come in at all hours. Most of his work will be done under cover of darkness. He will miss his dinners and be constantly changing the hours. He cannot be depended on to be at home at any certain hour. Ethel, the man you are engaged to is a newspaper man."

"No, no, it cannot be!" cried the dark-eyed beauty. "I will not believe it."

"Ethel"—she was very impressive—"did he ever draw a straight line through all the pages of a letter?"

"Yes, and it was one of the best he ever wrote."

"Alas, Ethel, it is too true. He is a newspaper man and he has absent-mindedly put in the marks for the printer. Poor girl! Try as he might, he couldn't conceal his identity."

Then the girl cried "Horrible!" and burst into tears and refused to be comforted.

MAKES YOUR HEAD SWIM.

From the New York World.

At No. 110 Bowery there is a man who believes in advertising his wares. He has no less than one hundred beverages announced outside his door. Here is one list. It is enough to make one's head swim even to read it, and there are four more lists of equal size. It runs:

'Ait an' alf, Egg Nogg, Hot Rum, Gin Fizz, Stone Fence, Tom Collins, Black Stripe, Lemonade, Soda Nectar, Gin Cocktail, Hot Whisky, Mint Julep, Toledo Bender, Brandy Sling, Orange Punch, Whisky Fizz, Knickerbocker, Whisky Sour, Brandy Sour, St. Charles Punch, Jersey Cocktail, Gin and Wormwood, Hot Apple Toddy, Ale Sangaree, Sauterne Cobbler, Curacao Punch, Jumbo Cocktail, Champagne Sour, Orgeat Lemonade, St. Croix Crush, Champagne Cocktail, Seltzer Lemonade, Egg Milk Punch, Parisian Pousse Cafe, Morning Glory Fizz, Harrison Egg Nogg, Italian Absinthe, Balaklava Nectar, Soldiers' Camp Punch, Rock and Rye, Mulled Claret and Egg, Clarendon Whisky Punch, East Indian Cocktail.

PATENT MEDICINE TROUBLES.

From Texas Siftings.

A celebrated advertising agent made a speech at a gathering of newspaper men in a large Western city a short time ago, in which he gave the druggists a going over because they palm off upon the unsuspecting buyer, patent medicines that do not have the genuine signature on the label over the cork. It is no doubt hard on the medicine men who advertise largely to have some jay of a druggist work off on the suffering purchaser "something just as good" as the remedy asked for, but do the patent medicine men ever consider how, year after year, they gather up jokes and make almanacs out of them, without ever giving the papers credit for so much as a line? Retributive justice may be slow, but it would seem as though she was after the patent medicine men.

A CUTE ADVERTISEMENT.
From the Philadelphia Press.

W. J. Arkell is one of the happiest men in America. The late P. T. Barnum once said that he should have been a showman, and that next to him, Arkell would make the best showman in America. He is certainly a man of original ideas. Arkell tells the story of the way he was hoodwinked by Barnum, which will bear repetition.

Sitting in a little group of tired fishermen in front of Fernwood Cottage last Friday, Mr. Arkell said: "Barnum fooled me once pretty badly. He was up to all sorts of tricks, and you could not keep too close an eye upon him. I was in New York one day at the time when I was publishing the Albany *Journal*, when I saw a story about Barnum in the *Evening Post*. It was something to this effect, that Barnum was walking around the show one day, when he saw a young man attentively looking at the pictures, and seemingly much interested in them.

"Barnum spoke to him, and asked him if he would like to have the show explained to him. He said he would, and the showman took him the entire round, and gave him a very interesting talk about the features of the show. When he got through, the young man said: 'And now, Mr. Barnum, suppose you let me explain the show to you.' Barnum assented, and the young man took him around the show, and explained its features to him with such a perfect understanding that Barnum was amazed.

"Young man," he said, "you know more about this business than any man I ever met. You know more about it than I do. Will you work for me?" Yes, the young man said he would work for him. "I will give you \$5,000 a year," said Barnum. "No, the young man would not work for that. "I will give you \$7,500," said Barnum.

"All right," said the young man, "I will work for that." So they went over to Mr. Bailey's office, and Mr. Barnum said to Mr. Bailey: "I want you to put this young man on the salary list at \$7,500 a year. He knows more about the show business than any one I ever met."

"I guess you don't want to do that," said Mr. Bailey. "That young man is our Western advance agent and we are paying him \$5,000 a year now."

The story struck me as a pretty good one, and I telegraphed my editor in Albany to use it the next day. Then I got to worrying about it. It didn't seem to me just right, and as I was passing the *Evening Post* office, seeing young Godkin standing out in front, I had an idea. "Hello, Godkin," said I. "What did Barnum pay you for that story?"

"Godkin pulled me inside of the door. "Don't talk so loud," he said in a whisper. "The fact is we only got 80 cents a line for that story, but we might just as well have had a dollar."

"It was too late to stop the story then. The *Journal* was out on the street. But it made me feel pretty sick when I found out how I had been fooled. Well, sir, that story went all over the country, and it was copied everywhere as a legitimate news story. And it was a good story, too, but it was a pretty clever advertisement."

♦♦♦
FOR SALE.

Advertisements under this head 50 cents a line

FINE GOODS for premiums. EMPIRE PUB. CO., 28 Rende St., New York.

FOR SALE—Old-established Agricultural Monthly Magazine, in good standing. Very low price. Box 58, Philadelphia.

FOR SALE—Well established weekly, 4th field; nice town. Address "PROGRESS," Macungie, Pa.

FOR SALE—Ohio weekly in town of 1,100; 14 miles from any competition. Receipts in 1890, \$2,300; expenses for help, \$200. GEO. W. WORDEN, La Rue, Ohio.

FOR SALE—Web Press, six or seven columns, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. BEACON OFFICE, Akron, Ohio.

\$6,000 CASH will buy best equipped weekly and job office in Northern New York. Receipts last year, \$8,000. Address "HUSTLER," care PRINTERS' INK.

HOT TYPE REVOLVING WEB PRESS; prints 12,000 an hour; 26 columns. Best condition; complete outfit; cost \$12,000. No reasonable offer refused. BABCOCK P. F. CO., New London, Conn.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

WILL furnish general articles, or edit special departments for a few standard publications, for cash or on commission space. Have contributed to *N. Y. World*, *Paterson's Youth's Companion*, *Vicks Monthly*, *Great Divide*, *Teachers' Institute*, and other first-class periodicals. Box 300, Harmonsburg, Pa.

WE HAVE A HERRING SAFE that has been in use for twenty years, originally cost \$600; also a Marvin Safe ten or twelve years old, with burglar-proof compartment, cost \$900. Both of these safes are large and first class, and good as new. Will be sold on favorable terms. Address GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

FOR SALE CHEAP—A box frame, air spring, Taylor double cylinder press; size of bed, 60x80, space 3,000 per annum. Has two Stinemetz folders attached, and will paste, fold and trim 8-page paper, and deliver at third or fourth fold. Can be seen running. Displaced by a Scott Web. No reasonable offer refused. NEWS PRINTING CO., Paterson, N. J.

♦♦♦
WANTS.

Advertisements under this head 50 cents a line

WANTED—Immediately, a job printer. Address "HERALD," Pella, Iowa. Town population, 2,800.

A NY PERSON wishing to sell a proprietary article of established value may address "T. F. K." F. O. 672, New York.

WILL buy well-established mailing business, paying at least \$10 weekly. Full particulars! BERNHARD, 925 2d Ave., N. Y.

WANTED—Position in office to learn proof reading and paragraphing, by young man of good education and steady habits. BOX H., Bellefontaine, O.

CANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

WANTED—An additional medium, by A. H. SYMONS, Sole Special Advertising Agent for Street & Smith's *New York Weekly*, No. 5 Beekman St., New York.

WANTED—Situation as assistant on weekly or small daily. Abstainer, conscientious worker. Can be useful in all depts. Address "E." 108 N. 6th St., Camden, N. J.

WANTED—One or two salesmen to travel for a Printing Ink house. Address, giving references, W. D. WILSON PRINTING INK CO., L't'd, 140 William St., New York.

WANTED—A practical farm paper editor. One who can take entire charge of the editorial policy of a paper of four years' standing. A fine opportunity for a smart man. References required. Address "W.," Box 672, New York.

WANTED—Some one to invest \$5,000 for a quarter interest in a proprietary medicine business (stock company). Can show any good business man a rare opportunity, and best of references. Address "LABORATORY," 511 Wis. St., Racine, Wis.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

A TEST.—Anything that attracts attention in the way of an advertisement pays, and to the end that you may practically test the value of a raised surface on an announcement, we will during September and October, 1891, only, for \$20 cash, engrave your name, business and address (8 lines) artistically, and emboss it in gold on 100 Translucent Bristol Folders; the 8d page filled with such letter-press announcement as you desire; the whole enclosed in No. 1 quality 6¢ envelope printed. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 30c. a line.

SPOKANE SPOKESMAN.

A LLLEN'S LISTS ARE strong.

LEVEY'S INKS are the best. New York.

AGENTS' HERALD, Phila., Pa. 15th year. \$8,000 monthly.

TH E GRAPHIC, Chicago, "the great Western illustrated weekly."

TH E GRAPHIC, Chicago—Most value at least cost to advertisers.

PR E M I U M C A T A L O G U E F R E E . W. P. PRAY, Lawrence, Mass.

BRIGH T, clean and reliable is the SAN FRANCISCO BULLETIN.

JUDICIOUS advertising pays. Try the LOUISVILLE COMMERCIAL.

TH E COLLEGE-MAN, New Haven, Conn., reaches 25,000 college students.

AGENTS' names \$1 to \$10 per 1,000

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1883.

SAN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

LARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

TRIAL ADS. 2 cents a line. 16-page weekly. THE WITNESS, Frankfort, Ky.

PROS PER OS, intelligent people reached by the SAN FRANCISCO BULLETIN.

MOST "Wants" most circulation, most adv's. SAN FRANCISCO CALL leads.

HI GH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

LARGEST DELIVERED DAILY circulation in Connecticut—NEW HAVEN NEWS.

56.759 D.; 61,861 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

HIGHEST ORDER Mechanical Engraving.

J. E. Rhodes, 7 New Chambers St., N. Y.

ENTERPRISE, Brockton, Mass. Circ'n 6,500.

Advertising rates 15 cts. per inch per day.

WH Y has the Clyde Line just contracted for half a page in THE NEWS SERIES? General office, Utica, N. Y.

THE ADVERTISER'S GUIDE, 16 pages, fall edition, mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

THREE GOOD CUTS of anybody you may name for 2-in. space in your paper. 1 yr. W. T. FITZGERALD, Washington, D. C.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

MEDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. *Absolute proof of an excess of thirty thousand copies each issue.*

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

CANADA, Benton, New Brunswick. New literary magazine. Actual average, January to September, 1,355. One inch, one time, 45 cents; one year, \$3. Half column, 45¢ inches, one year, \$12.

TH E SCHOOL JOURNAL. Weekly (circulation 18,000), and TEACHERS' INSTITUTE. Monthly (circulation 47,000), reach a large proportion of 300,000 teachers and school officers. Circulation proved. New York.

EDITORS' SUBSCRIPTION ACCT BOOK. Only perfect method for subscriptions. 5 years record. New system. Farm Poultry uses books for \$1,000; Lutheran Observer, 13,000; Irrigation Age, 11,000. Sample free. O. KLING, Denver, Colo.

WHY have such writers as William H. Hayne, Clinton Scollard, Elia Wheeler Wilcox and Florence Courtenay Baylor written for THE NEWS SERIES? Because these journals are elegantly printed and are read by people of refinement. General office, Utica, N. Y.

SPEAKING of a piece of special work done on the 3d of September by the Statesville (N. C.) LANDMARK, the Salisbury (N. C.) Herald said: "THE LANDMARK fully sustained its reputation as being the best paper in the State." The best paper in a good State should be a good advertising medium, shouldn't it?

DENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

OF the 207 newspapers and periodicals published in Connecticut in 1891, the HARTFORD TIMES stands at the head in point of circulation. The American Newspaper Directory rates it the highest by several thousand. It is undeniably the newspaper in Conn. for the advertiser seeking best results. A popular family newspaper.

TH E AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation 10,000; average Sunday circulation 15,000; average weekly circulation 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, OCTOBER 7, 1891.

For the week ending September 30, 916 new names were added to the mailing list of PRINTERS' INK.

THE 19,373 newspapers described in the American Newspaper Directory for 1891 are printed in 7,152 places.

ONE test of good advertising is the effect of continuity which it conveys when it has really only been carried on at intervals. Ask the average man about some conspicuous advertisement which has been appearing generally, and the chances are he will be confident that he has seen that very advertisement every morning in his favorite daily. But when the files of the paper are turned over, it will be found that it has appeared every other day, or, perhaps, once or twice a week. Yet, such was the excellence of the preparation of the advertisement that it really made an effect upon the reader several times stronger than other less skillfully prepared announcements.

"SAVE me from my friends." The words might well be put in the mouth of the modern advertiser seeking counsel. Each person appealed to gives different advice, and so he ends in a worse state of bewilderment than when he began. Everybody knows the old story about the shop-keeper who was going to have a sign painted to put over his door. Each friend who came along suggested the omission of a word from the original inscription until it was finally reduced

to nothing. And that recalls the fable of the simple-minded old man journeying to town with his son and his donkey, and who accepted advice from every person he met on the road, the moral of which was that you can't please everybody. Here is consolation for the advertiser whose friends find fault with his different advertisements.

THE publisher of a Swedish paper calls the attention of the editor of the American Newspaper Directory to the system of classifying all Scandinavian papers under the one head "Scandinavian." The Norwegians and Danes, he says, are practically one people—that is they have one language and that is entirely different from the Swedish language. Swedes cannot and do not read Norwegian papers. Swedish is the official language of the Scandinavian countries, he further asserts, and is the language most used in common life; but while the Norwegians generally speak Swedish (just as most Germans in America speak English), Swedes do not use the other language. There are now 1,500,000 Swedes in America and 1,000,000 other Scandinavians, including Norwegians, Danes and Finns. Publishers of papers devoted to these various classes are often annoyed by the confusion which results from ignorance of these facts on the part of general advertisers. Electrotypes of Norwegian advertisements are received in Swedish offices, and vice versa.

A PERFECT RATE CARD.

The editor of PRINTERS' INK desires to see the best and fairest advertising rate card for a weekly paper having one thousand circulation—the best-arranged card in actual use in the office of a live newspaper issuing about a thousand copies weekly.

He will carefully examine all cards that shall be sent to him for the purpose, accompanied by an intelligent statement of the points of excellence. If any one is found that appears to be better than the others, he will publish it in PRINTERS' INK, together with the reasons that prevail in deciding that it has points of superior excellence.

It is probable that no publisher ever prepared a rate card that was perfect; but if any one has, this is an opportunity to exhibit it and confer a vast benefit upon fellow publishers.

THE REVIEWER.

Miss Laura Jean Libbey—that unique advertiser who signs herself in hotel registers as "The Author of 'That Pretty Young Thing,'" or whatever its name may be—is at it again. Her latest effort is characteristic, so I only reprint the scare head :

Loved But Was Lured Away.

An Express Held Up by a Modern Claude Duval, Whose Light Overcoat Concealed a Full Ballroom Attire—Diamonds Gleamed in His Shirt Front and a Faded White Rose Clung to the Lapel of His Coat.

A Beautiful Woman Caused the Tragedy

This is followed by a sensational narrative of the plot of her new book. Perhaps here is solution of the vexed question of book advertising. Only fancy some revered classic in the hands of a vandalizing publisher and submitted to this sort of treatment :

A Midnight Murder in Rome!

The Mutilated Body of a Monk Found Lying at the Bottom of a Cliff—Count Donatello, the Scion of an Illustrious Italian Family, the Murderer—The Beautiful Artist Miriam His Accomplice.

Did Donatello Have Furry Ears?

But, thank goodness, the art of advertising has not yet fallen so low, and while the copyright laws remain in effect "The Marble Fauns" will be safe and the "Loved - but - was-lured-away" style of fiction will alone remain available.

In one of Mr. Brown's Louis XVI. advertisements, two-thirds of the space is devoted to displaying this mysterious inscription :

Bhud
Tiffin &
Bungalow

Is this some new kind of catch-phrase, and do the advertisers mean to popularize it? Or is it merely the natural result of too much Rudyard Kipling, Edgar Saltus and Edwin Arnold?

In either case, it ought to be accompanied by a pronouncing dictionary?

It is possible to get the wrong sort of ingenuity into advertisements, examples of which are occasionally seen. The Brooklyn hatter who rings a gong every time a person wearing a straw hat goes by his store may get credit for ingenuity, but he is not likely ever to get the trade of the persons who are "rung up."

FUNERALS FURNISHED

CHAS. KI ELA,

185 GEORGE-ST., Opposite Christ Church,
116 OXFORD-ST., near Crown-street; and at
ROCKDALE, Opposite Station.

This advertisement, clipped from an English paper, suggests a possible clue to "Jack the Ripper." I respectfully commend it to the attention of the London police.

The "Man in the Moon" advertisement is a reproduction on a reduced scale from the *Boot and Shoe Recorder* of Boston. This paper has been devoting a good deal of attention to the matter of advertising, and has set an



example which other trade papers might do well to follow. It has a regular department, of which Mr. Geo. E. B. Putnam is in charge, where ingenious advertisements put out by retail shoe dealers are reproduced, as well as original suggestions given.

Miscellanies.



Eastern Editor (to applicant for employment)—You were once on the staff of the *Arkansas Weekly Hustler*, you say; what special qualifications did you show?



Applicant—Well, pardner, every one of the notches on this pistol-but means a delinquent subscriber!

—*Puck*.

Fair Warning.—Poet (in newspaper office): Have you an efficient staff?

Editor—Perhaps not; but I have a very effective club.—*Puck*.

Foreman (to editor)—You'd better look out! Old Jones is red-hot!

Editor (calmly)—When did he die?—*Atlanta Constitution*.

She—Why is Miss Whipple so popular? She seems to be very much sought after.

He—Why, she is suspected of being a society correspondent, you know.—*Wasp*.

If there is an editor in the United States who has not written "R there, oyster," within the last week he will please step forward and receive his harp and crown.—*Chicago Mail*.

The Stern Chase.—Young Aspirant (to Editor): I wish to pursue a literary career.

Editor—Well, young man, pursue it. If you ever catch up with it, drop in and let me know.—*Puck*.

Old Delinquent (to editor)—I'd have you know that I come from a very high-strung family!

Editor—Yes; it's getting to be a kind of honor these days for a man's relations to be lynched. And, then, rope is so cheap!—*Atlanta Constitution*.

Cause for a Riot.—We must apologize for the non-appearance of any local matter in our last week's issue. All of our type, with the exception of our regular plate, was "pied" in a little discussion we engaged in with a bum printer who had set "Redfield Proctor" as "Redbilled Rooster."—*Indianapolis Journal*.

Not Available.—Proud Father (to editor): My eldest boy—only six—got off a pretty good thing the other day. I thought you might like to print it.

Editor—I am very sorry, sir; but we employ a man especially for that kind of work.—*Puck*.

"Beg pardon, sir, but haven't I met you before? Your face seems quite familiar to me."

(With a pitying smile for the other's ignorance.) "It ought to be if you take the papers. I'm the fellow that was cured of the seven-year scratches by Hunkerson's liver pills."—*Chicago Tribune*.

Guarding His Fame.—First Great Author: Why don't you write more?

Second Great Author: Oh, I can't afford to let my autograph drop a point.—*Puck*.

"Six years ago," said the editor, "we struck this town."

"Yes," said the delinquent subscriber, "and the town has never recovered from the blow."—*Atlanta Constitution*.

The Meanest Yet.—"Blithers is an awfully mean duck. He robbed the poor-box once."

"That's nothing like as mean as Hicks. Hicks borrowed a one-cent paper from a newsboy and then gave it back."—*Judge*.

Biggs—What do you think of this Dr. Boliver's Nerve Medicine that's advertised so much?

Gibbs—It's a good thing. Why, I know a man in the clothing business in this city who commenced to use it a month ago, and now he's advertising "Men's All Wool Suits for six dollars."—*Smith, Gray & Co's Monthly*.

A Fatal Omission.—Caller: Is Mr. Scribbler, one of your reporters, in?

City Editor (with a dark frown)—No, sir; I have discharged him.

Caller—Indeed! May I ask the reason?

City Editor (wrathfully)—He wrote up an account of a suicide without mentioning the caliber of the revolver.—*New York Weekly*.

Pursuit of Knowledge Under Difficulties.—Jack Uppers: What do you keep in this big scrap-book, Vassar?

Con Vassar (a book agent)—Oh—aw! That's the "Society" column in the *Evening Blusher*.

Jack Uppers—Oh, yes, I see! Even if the social leaders don't know anything, you wish to show your superiority by showing that you know all about them!—*Puck*.

The daily press is considerably agitated these days on the subject of "substitution." "Substitution" is engaged in by druggists, and consists in palming off counterfeits of well-advertised proprietary articles on unsuspecting customers. The customer who asks for Bings' Bunion Blisters and who is induced by the wily druggist to take instead a dozen bottles of Chickley's Champion Hair Renewer, deserves the sympathy not only of the press but of the entire American people. But it's harder on Bings, who has spent a hundred thousand dollars on advertising, while Chickley has spent nothing.—*Life*.

MANY MEN OF MANY MINDS.

Our request for opinions about a certain advertisement of Perry Davis' Pain Killer has brought forth a great amount of correspondence, most of which we are perforce compelled to omit. In addition to what was published last week in PRINTERS' INK on this subject, two typical letters appear below which serve to show the great diversity of opinion which prevails on this as well as almost any question of advertising policy:

LAKE KEUKA WINE CO.,
HAMMONDSPORT, N. Y., Sept. 25, 1891.
Editor of PRINTERS' INK:

It is a good advertisement for the following-named reasons: First and chiefly, because it is of the "homespun" build from beginning to end, and in this appeals to masses of and below the middle class. The boy on the barrel is not handsome, but no one would doubt his being distressed; likewise the name of plain "Perry Davis" at the end of the advertisement claims no professional prefix or affix: its very unassuming simplicity is the strongest kind of an argument for its honesty.

As honesty and simplicity are virtues that appeal to all classes, this advertisement appeals, indirectly perhaps, to the upper classes; they may not admire the style; it is not of their kind a part; it is neither polished nor handsome, but its unpretending and homely simplicity would certainly indicate one thing, and that is *honesty*.

What does this honest advertisement advertise? A "Pain Killer" (in largest type). And whose is the remedy? Plain "Perry Davis," if you please. A remedy, name and advertisement, easily and likely to be remembered and believed in. This being so, what more could you ask?

H. H. CAMPBELL.

MANDEL BROS.,
CHICAGO, Ill., Oct. 25, 1891.
Editor of PRINTERS' INK:

You invite correspondence on the subject of Perry Davis' advertisement. To the question you ask, whether good or bad, I hesitatingly answer Bad, with a big B.

Why? Because it is vulgar, and vulgarity never has paid and never will.

It may cause a laugh from persons who never stop to think, but will hardly arrest a person's attention who has any refinement or good taste, even if they have "that uneasy feeling called pain." If I should have it, and looked in a paper for a remedy, I think Fred Brown with his ginger would get my money, who advertises in perfect taste, rather than Perry Davis, with his nightmare wood cuts.

R. W. JENNINGS, Maker of Advertisements.

LETTERS to let. Good ones. J. H. Goodwin, 1215 B'way, N.Y.

IF YOU WISH TO ADVERTISE ANYTHING ANYWHERE AT ANY TIME WRITE TO GEO. P. ROWELL & CO., NO. 10 Spruce St., New York.

WOOD ENGRAVING PETRI & PEELS
CATALOGUE FREE NEW YORK

\$1.00
Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

PERCIE W. HART,
Room 111, Tribune Building, N. Y.,
Prepares little books descriptive of your business. Quality—good. Price—moderate.

**GOLDTHWAITE'S
GEOGRAPHICAL MAGAZINE.**
CIRCULATION UNIVERSAL.

BUSINESS MUSIC

Set for customers to march by.
WM. BUTT, Advertising Writer,
917 Market St., Philadelphia.

HOW TO MAKE RUBBER STAMPS

LATEST IMPROVED PROCESS. Particulars free. BARTON MFG. CO., 318 Broadway, N. Y.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. HOWELL & CO., Publishers, No. 10 Spruce St., New York.

"I found no other place where I had the feeling of absolute content and willingness to stay on indefinitely," wrote Charles Dudley Warner of Coronado Beach, California. For particulars, address E. S. BABCOCK, the Hotel del Coronado, the largest seaside resort hotel in the world.

**ADVERTISE IN
The National Reporter System**

10 Magazines, 30,000 Weekly Circulation. All paid subscriptions of highest class.

They MUST be read!

They ARE read!

They PAY the advertiser!

For particular address

S. C. WILLIAMS, Mgr., 42 Tribune Bdg., N. Y.

American Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Howell & Co.'s "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

Dodd's Advertising Agency, Boston,
266 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
NO LOW ESTIMATES.

CLASS PAPERS. Trade Papers. Complete lists of all devoted wholly or in part to the various trades, professions, societies, etc., may be found in Geo. P. Howell & Co.'s "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**Study Law
At Home.**
Take a course in the Sprague Correspondence School of Law. Send ten cent stamp for particulars to

**W. C. Sprague, LL.B.,
812 Whitney Block,
Detroit, Mich.**

LAND

Companies, Boards of Trade,
Chambers of Commerce, Commercial Clubs,
individuals who desire to secure immigration,
manufacturing, capital, or having land
for sale and who may wish to advertise at a
moderate cost, in a most profitable section,
will do well to correspond with me.

B. L. CRANS, 10 Spruce St., New York.

WHENEVER an advertiser does business
with our advertising Agency to the
amount of \$10, he will be allowed a discount
sufficient to pay for a year's subscription to
PRINTERS' INK. Address: GEO. P. ROWELL
& CO., Newspaper Advertising Agents, No. 10
Spruce St., New York.

POULTRY, DOGS and PIGEONS.

The Fanciers' Journal

will issue November 28 a unique Christ-
mas Edition, fully illustrated. For ad-
vertising rates, etc., address

FANCIERS' PUBLISHING CO.,
Box 916, Philadelphia, Pa.

TO EVERY PERSON who will procure five
cash subscriptions to **PRINTERS' INK.**, we
will send the paper for one year gratis
and a cloth-bound copy of our "Book for Ad-
vertisers;" for ten cash subscriptions, a copy
of the American Newspaper Directory will
be given as an additional premium. Address
GEO. P. ROWELL & CO., Publishers, 10 Spruce
St., New York.

Gunning—He Paints the Signs.

Everybody knows GUNNING; his signs
enlighten the entire world.
When he has painted some for you every-
body will know you.

The R. J. Gunning Co.,
297 Dearborn St., Chicago.

Signs Painted Anywhere on Earth.

ACATALOGUE OF 4,000 PAPERS in which
we own \$100,000 worth of advertising
space that we wish to sell, will be sent to
any address on receipt of 15 two-cent stamps.
We will receive offers for several months
to be inserted in these papers and accept
from parties having fair business ratings,
notes coming due after the advertising has
been placed and its results realized. Address
ROWELL'S NEWSPAPER ADVERTISING
BUREAU, 10 Spruce St., New York.

I Don't

Iplace advertising. I don't take com-
missions—simply prepare the ad-
vertising matter. Customers
from Maine to California—mostly
large advertisers. Send 10c. for my book
"Ideal Advertising"—full details.

A. L. TEELE, ADVERTISING SPECIALIST,
55 West 33rd St., N. Y. City.

THIS PAPER does not insert any ad-
vertisement as reading matter. Everything
that does appear as reading matter is inserted
free. The Special Notices are the nearest to
reading matter that can be bought. The Spe-
cial Notices are nearly as interesting as reading
matter. The cost is 90 cents a line each
issue for two lines or more.

PRESSWORK.

Large Runs Solicited.

Facilities 300 Reams Daily.

GIBB BROS. & MORAN,

PRINTERS,

45-51 Rose Street. — New York.

COMPOSITION—ELECTROTYPING—BINDING.

EVERY ONE IN NEED of information on
the subject of advertising will do well to
obtain a copy of "Book for Advertisers,"
368 pages, price one dollar. Mailed, postage
paid, on receipt of price. Contains a careful
compilation from the American Newspaper
Directory of all the best papers and class
journals; gives the circulation rating of
every one, and a good deal of information
about rates and other matters pertaining to
the business of advertising. Address ROW-
ELL'S ADVERTISING BUREAU, 10 Spruce
St., N. Y.

GET MORE MONEY

OUT OF YOUR

ADVERTISING

by having it
PREPARED
by an expert.
I am in position
to give you a portion
of my time.

RALPH H. WAGGONER,
10 Spruce St., Room 4, New York.

WE CON- DUCT A **NEWSPAPER ADVERTISING AGENCY**

WE GIVE TO ALL CUSTOMERS

Judicious Selections,	ADVERTISE SPECIALISTS	Conspicuous Positions,
Experienced Assistance,	EXCLUSIVELY	Unbiased Opinions,
Prompt Transactions,	CHICAGO	And Confidential Service.
Low Prices,	DETROIT	

ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND
ESTIMATES OF COST IN ANY NEWSPAPER
FURNISHED FREE OF CHARGE.

J. L. STACK & CO.
Newspaper Advertising, St. Paul, Minn.

N. B.

*A specialist in advertising could
handle the business of one more firm
to good advantage for both parties.*

*Is an expert in writing and design-
ing telling advertisements.*

*Has thorough knowledge of the qual-
ity and worth of publications and the
way to obtain lowest possible rates.*

*References, several millions of dol-
lars in famous and profitable contracts
handled. Address "MUTUAL,"*

P. O. Box 1877, N. Y. City.

To Advertise in Great Britain
SEND TO OR CONSULT F. W. NOSTRAND, 51 Tribune Building, New York (Branch Office in London). The leading English Papers on file for inspection. Immediate quotations given and advertisements forwarded by first steamer.

BEATTY Organs \$25 up. Catalogue FREE
Dan'l F. Beatty, Wash'ton, N. J.



**OVERMAN WHEEL CO.,
MAKERS,**

**CHICOPEE FALLS, MASS.
BOSTON, WASHINGTON, DENVER, SAN FRANCISCO,
A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.**

ONE OF THE GREATEST ADVERTISERS IN THE WORLD.

One of the greatest advertising firms in the world is the firm of George P. Rowell & Co., of New York. They patronize more newspapers and magazines than all the merchants in New York put together. Rowell & Co. send advertisements to nearly every paper, daily and weekly, to be found in the republic. They also advertise extensively in Canada.

Rowell & Co. believe in the three P's—"push, pull and perseverance." What is the outcome of all this? Why, Rowell & Co. are as well known in all parts of the country as President Harrison.

The American Newspaper Directory, published by Rowell & Co., is a monument of industry. It is issued once a year and contains nearly as many lines as the Bible. The work refers to every newspaper in the country. To produce this work costs \$50,000 a year. When we properly count the labor which goes to the producing of such an immense work, the reader will perceive that the cost cannot be less than the sum stated.

Rowell & Co. are square, honorable men to deal with and always do as they agree and at the time stated. We tender the firm best wishes for a long and prosperous future.—*Albany (N. Y.) Evening Post.*

CANADA.

If you intend advertising in Canada it will be of interest to know that we handle more business with Canadian newspapers than any other Agency in existence. We handle the Canadian advertising of many of the largest and showiest advertisers in the world, **Pears' Soap**, for instance. Our efforts are devoted to Canada alone. We have no preferred list, but handle them all. Write us before placing your orders. **A. McKIM & CO., Montreal, Canada.**

**Novel and Effective
ADVERTISING
FOR
RETAILERS
At a Small Cost.
GUESSING AT IT!**

Large Candles for guessing at the length of time they will burn are a profitable and comparatively inexpensive advertising method **FOR THE RETAIL TRADE.** We make Candles, weighing from 10 to 100 lbs. each, in plain wax or handsomely decorated. Think of it! Candles as large round as a stove-pipe. Prices on application. Address **ECKERMAN & WILL,** The Candle Manufacturers, Syracuse, N. Y.

AN ATTRACTIVE ADVERTISEMENT

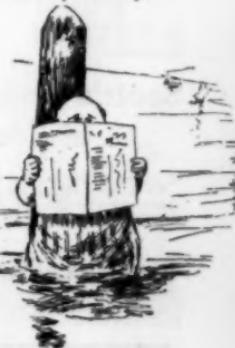
Will hold your attention under circumstances where an advertisement lacking this essential is apt to be passed by.

One department of our business is devoted to the preparation of advertisements.

Our experience, facilities for doing this class of work, coupled with the corps of artists at our command, render it possible for us to turn out work of this character equal to the best to be had in this country.

Our charges in each case are governed by the amount of time and talent employed.

GEO. P. ROWELL & CO., 10 Spruce St., N. Y.



ELGIN, ILL., July 22, '90.

"The American Home," Danvers, Mass.:

A paper I cannot do without. It fills the promised place in the home.

E. ANNIE BIRGE.

You can
Reach
 more than
25,000

of such well-pleased housekeepers as
 E. Annie Birge, in

The
American Home,
 DANVERS, MASS.

Rates, 20c. per agate line.

41,588,584
Circulation

In six months, July 1st to Dec. 31st, 1890, was given by our agency to the $\frac{3}{4}$ -inch advertisements of

Scott's Emulsion
 of Cod Liver Oil

In Home Print country weeklies. We believe an investigation would satisfy many advertisers that they could use the Home Print weeklies to advantage.

Our Catalogue of this class of papers, Second Edition for 1891, will be sent to any advertiser on application, and our method of work fully explained.

NELSON CHESMAN & CO.

ESTABLISHED 1874 - INCORPORATED 1886

Newspaper Advertising Agents

BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.
 N. W. BRANCH, Home Insurance Bldg., CHICAGO.
 EASTERN BRANCH, 44 Beekman St., NEW YORK.

THIS LIST TALKS, TOO!

"Preferred Canadian Papers,"

Covering Canada Completely from Coast to Coast.

Canada's Choicest Class Papers.

CHRISTIAN GUARDIAN.....	Toronto
SUNDAY SCHOOL BANNER.....	Toronto
CANADIAN CHURCHMAN.....	Toronto
CATHOLIC RECORD.....	London
THE WESLEYAN.....	Halifax
MESSENGER AND VISITOR.....	Halifax
FARMERS' ADVOCATE.....	London
SATURDAY NIGHT.....	Toronto
PROGRESS.....	St. John
WIVES AND DAUGHTERS.....	London
DOMINION ILLUSTRATED.....	Montreal
LE MONDE ILLUSTRE.....	Montreal
LES MODES FRANCAISES ILLUSTRES, MONTREAL	Montreal
DOMINION MUSICAL JOURNAL.....	Toronto
BOOKS AND NOTIONS.....	Toronto
HARDWARE.....	Toronto
CANADIAN GROCER.....	Toronto
DRY GOODS REVIEW.....	Toronto
CRITIC.....	Halifax

A select list, also, of leading Canadian country local weeklies. List on application.

Represented exclusively by

ROY V. SOMERVILLE,Special Agent for U. S. Advertising,
 105 Times Building, New York.

HOW TO
 SECURE
 ADVERTISING
 FOR YOUR
 SPECIAL EDITIONS.

About this time of the year it is the practice of many enterprising newspapers to get out special editions, for which they seek patronage from advertisers.

The best, most effective and cheapest way to call the attention of advertisers to these special editions is to announce them in PRINTERS' INK. To be most effective, the announcement should be sent in not less than a month before the date of the special edition.

GEO. P. ROWELL & CO.,Publishers,
 10 Spruce Street, N. Y.

Arthur's New Home Magazine. *Illustrated.*

Philadelphia.

"For forty years the leading HOME
magazine of America."

A D V E R T I S I N G R A T E S .

\$50.00 per page.

\$25.00 " half page.

\$15.00 " quarter page.

30 cents per line nonpareil.

91 per cent. of our subscribers are

MARRIED LADIES.

Space at all the Agencies.

Premium Clocks.

Having purchased the stock of a clock-movement manufacturer who lately died, at very favorable figures, we are prepared to quote

Very low prices

on several patterns of clocks for premium purposes.

Advertising Clocks.

We make very attractive styles of advertising clocks, and can quote low prices on any desired quantity. Send for circular.

BAIRD CLOCK CO.,
Plattsburgh, N. Y.

OFFICE OF

The Toledo Blade

TOLEDO, Ohio, September 21st, 1891.

The following is an accurate statement, by days, of the circulation of the TOLEDO DAILY BLADE, for the third week of September, 1891. About 9,000 of the DAILY BLADE'S circulation is in the City of Toledo, the balance going to some twenty counties and two hundred towns of Northwestern Ohio. No other Toledo daily has half the circulation of the BLADE. In fact, the DAILY BLADE has the largest circulation of any daily paper in Ohio, outside of Cincinnati and Cleveland:

Monday, Sept. 14th.....	13,100
Tuesday, Sept. 15th.....	13,100
Wednesday, Sept. 16th.....	13,100
Thursday, Sept. 17th.....	13,200
Friday, Sept. 18th.....	13,100
Saturday, Sept. 19th.....	15,200
Total.....	80,800
Average.....	13,467

The Toledo Weekly Blade

has always a circulation

above 100,000—now 120,000.

For further particulars, advertising rates, etc., address

THE BLADE, Toledo, Ohio.



Explained.

Jones:

"Great Scott, Johnson! What a blaze of diamonds! Why, I heard you were on the verge of bankruptcy!"

Johnson:

"So I was, my boy, until recently, when I began advertising in *Comfort*, and you can guess the rest, for the popular saying, '*If You Put It In Comfort It Pays*,' has certainly proved true with me."

Circulation for November to exceed 250,000 copies. Space at the agencies or of THE GANNETT & MORSE CONCERN, Augusta, Maine. New York Office, 25 Park Row; W. T. Perkins, Manager.

GEE PEE

in PRINTERS' INK,
June 3d, '91, writing of
THE ABSOLUTE CIRCULATION
— OF —

The Agents' Guide,

says: "If the number of returns received from an average drawing advertisement in a newspaper count for anything, I am inclined to believe that this particular paper has the amount of circulation which it claims, for it shows up well in comparison with other mediums of gilt-edged value."

**ABSOLUTE CIRCULATION,
75,000 Monthly.**

HAVE YOU TRIED IT?

GEO. W. CLAFLIN, Publisher,
122 NASSAU ST.,
NEW YORK CITY.

THE
NEW YORK LEDGER

TWO SPECIAL
HOLIDAY NUMBERS:
THANKSGIVING NUMBER,

Issued and Dated Nov. 21st,
GOING TO PRESS OCTOBER 31st.

CHRISTMAS NUMBER,

Issued and Dated Dec. 12th,
GOING TO PRESS NOVEMBER 21st.

The Christmas Number of last year was universally acknowledged by competent critics to be the most attractive and artistic of any Holiday Issue. The designs for the covers of the above numbers, which will be printed in colors upon heavy paper, are drawn by the same renowned artist, Wilson de Mesa, and his great success of last year is surpassed. The advertising space is limited. *Send orders at once.* We were unable to accommodate late comers last year.

These editions will be very largely increased beyond the regular issues, but the advertising rates remain the same. Address

EDWARD P. CONE, M'g'r Adv. Dept.
Cor. Spruce and William Sta., N. Y.

**Put
Them
On
Your
List**

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.
Presbyterian Observer.

All Weeklies
Different Denominations
Each a Leader
Don't Duplicate Circulations
Long Published
Have Confidence of Readers

Every
Over 275,000 Families
Week.

The cost to advertise is low and is arranged in a series of fixed discounts that gives to all advertisers equal service for the amount of their investment.

Write for full particulars.

One
Price
Advertising
Without Duplication
of Circulation
HOME JOURNALS 15 WEEKLIES
Every Week
Over 275,000 Copies
Religious Press Association Phila



PRINTERS!

The business outlook for the coming winter is very bright, and everybody will have lots of work.

Now is the time to lay in your stock of PRINTING INKS, and be prepared for the rush.

Before ordering elsewhere, send for specimen book and price list to the

W. D. Wilson Printing Ink Co.

(Limited),

140 WILLIAM ST., NEW YORK.

They will save you money.

PRINTERS' INK is printed with WILSONS'
INK.

MODES AND FABRICS

carries the latest news of

FABRICS

AND

FASHION

TO

120,000 Homes Monthly !

It is an all year round attractive Magazine. It interests all classes what to buy. If you have anything to advertise, address

MODES AND FABRICS,

550 Pearl St., N. Y. City.

THIS IS TO REMIND

Advertisers that dwellers in the country select holiday gifts early. They cannot wait until the last moment to buy. This is particularly true of mail buyers, and experience proves that to catch this trade it is necessary to

Advertise in November.

Our papers circulate almost entirely in the country and smaller towns, and our peerless November edition will circulate

1,000,000 COPIES HONEST COUNT.

This is not the "only million," but it is a million that will be proven as well as guaranteed. And what is much better, it is a million which will bring

Paying Results to the Advertiser.

Take advantage of "The Farmer's Golden Year," and place your advertising where it will reach the jovial Granger in season to meet his holiday purchases. No better place can be found than the Vickery and Hill List, with its wonderful rural popularity. To be in the whole of this edition you must secure space at once; and you can do it direct, or through any reliable Advertising Agency.

The farmer is on top, and he reads our papers.

VICKERY & HILL, Augusta, Maine.

THE PUBLISHER OF

THE MAYFLOWER

agrees to make no charge whatever for publishing your advertisement in this paper until it is proved that the total circulation for which you pay has been received. Our subscription list numbers very nearly

200,000 Actual Paid Yearly Subscribers,

INCLUDING SUBSCRIBERS IN

Every Country in the World.

**OVER 200,000 COPIES
ARE CIRCULATED
OF EACH ISSUE.**

This may be stated in the Contract, and WE WILL PROVE THE FACT TO EACH ADVERTISER BEFORE PAYMENT FOR THE ADVERTISING IS DUE.

How many publications are there claiming large circulations that dare do this?

Send for an estimate on your advertisement in our December (Holiday) Number. Only a limited amount of space to be sold.

JOHN LEWIS CHILDS, Publisher,
The Mayflower, Floral Park, N. Y.

Advertisers in any part of the world are invited to visit Floral Park and examine our books and subscription lists. If we cannot prove a circulation of over 200,000 copies of each issue of THE MAYFLOWER, we will pay the total expense of the round trip, with a fair allowance for the time consumed by the person making the journey.

THE ST. LOUIS CHRONICLE

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ACTUAL CIRCULATION	
FOR 2 WEEKS ENDING SEPT. 19TH, '91.	
MONDAY, September 7.....	41,717
TUESDAY, September 8.....	41,308
WEDNESDAY, September 9.....	41,509
THURSDAY, September 10.....	41,597
FRIDAY, September 11.....	41,819
SATURDAY, September 12.....	42,268
MONDAY, September 14.....	41,141
TUESDAY, September 15.....	41,666
WEDNESDAY, September 16.....	41,287
THURSDAY, September 17.....	41,732
FRIDAY, September 18.....	41,631
SATURDAY, September 19.....	41,717
TOTAL for two weeks.....	499,392
DAILY average.....	41,616

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ADVERTISERS

A Circulation to exceed 40,000 daily.

E. T. PERRY, 86 & 87 Tribune Bldg., New York,
Will furnish RATES, SAMPLE COPIES and further information.

A National Semi-Monthly. Eastern & Western Editions.



SPRINGFIELD, MASS., and CHICAGO, ILL.

FALL AND WINTER ISSUES !

The brilliant outlook for the farmers' crops leads the publishers of FARM AND HOME to make a vigorous push for business the coming season, and with this end in view we shall print extra large editions the next six months.

From October to April
30,000 COPIES EXTRA EACH ISSUE.

Making the total editions during the above months

≡ 280,000 Copies Each Issue ≡
GUARANTEED!

No Extra Charge for Advertising.

EASTERN EDITION

Not Less Than

130,000 COPIES !

WESTERN EDITION

Not Less Than

150,000 COPIES !

Thus it will be seen that with the next twelve issues of FARM AND HOME advertisers will get a total circulation of

360,000 Copies Free !

WHERE can you find a FIRST CLASS MEDIUM on any **BETTER TERMS ?**

THE PHELPS PUBLISHING COMPANY,

27 W. Worthington St.,
SPRINGFIELD, MASS.

504 The Rookery,
CHICAGO, ILLINOIS.

**TWO HUNDRED THOUSAND
SUBSCRIBERS**
1,000,000 Readers **Circulation Increasing
Rates Advancing**



ILLUSTRATED.

A MAGAZINE FOR THE HOMES OF AMERICA.

The best low-priced periodical ever printed anywhere, in any language.

Twenty-four to thirty-two large pages monthly, equal to more than a hundred pages of the ordinary sized magazine.

More than a dozen departments, each putting itself in closest touch with the wants and needs of the HOME.

Literature of the very highest standard, contributed by the best and most popular writers of the day.

CLEAN, WHOLESOME AND PURE.

Never a doubtful line is admitted to its columns, whether in the reading matter or in the advertisements.

**A HOME COUNSELLOR, MONITOR AND FRIEND IN
TWO HUNDRED THOUSAND HAPPY FAMILIES.**

Holds all its old friends and is continually making hosts of new ones. Wherever it goes, it goes to stay—becomes a part of the Home life, and thought, and conscience, in every family.

"NOTHING SUCCEEDS LIKE SUCCESS."

But in these days of sharp competition, there is no permanent success without merit. THE HOME MAGAZINE has won its present enviable place in American Literature, and the homes and hearts of the people, by deserving it.

Circulates in the best homes in every State from Maine to California.

A valuable advertising medium—combining the immense circulation and popularity of a newspaper with that higher element of permanency pertaining to a first-class family periodical.

If you have anything to sell, it will pay you to write for our terms.

WE CAN BRING YOU BUSINESS.

**THE BRODIX PUBLISHING CO.,
WASHINGTON, D. C.**

LONDON

MONTREAL

SYDNEY

WELLS, RICHARDSON & CO.,

[INCORPORATED 1883.]

Wholesale Druggists.**Proprietors of Diamond Dyes, Improved Butter Color,
Paine's Celery Compound, Lactated Food.**

125 TO 188 COLLEGE STREET,

[DICTATED BY W. B. JONES.]

BURLINGTON, VT., Sept. 10, 1891.

Allen's Lists, Augusta, Maine:

Our year with Allen's Lists has proven that they are economical mediums for our use, and our opinion of them to-day is much different from what it was twelve months ago. Then, we thought if one wanted to give away things, he could do it through Allen's Lists, but the answer would come chiefly from "reply fiends."

Mr. McLellan's persuasions and the statements of other advertisers' opinions led us to place a test advt., and this proved so successful that we gave him an order for 500 lines, to be used within a year. Our satisfaction with the result is best shown by the fact that we doubled our space in the summer time.

This was due largely to the replies from an advt. in the spring, when Allen's Lists brought us as many satisfactory responses as half a dozen ladies' papers, whose combined circulation and rates are higher than yours. The replies that we get come from an intelligent, well-to-do class of people, and what is better, those that are influenced through advertising to buy goods.

Sincerely yours,

WELLS & RICHARDSON Co.

A trial is convincing to the most conservative of the great business houses of the tremendous permanent constituency of the periodicals of

ALLEN'S LISTS

among the liveliest of the well-to-do country and village population all over the United States. Tens of thousands take no other paper at all. Hundreds of thousands take only their local paper in addition. The verdict of advertisers always show steadily increasing results. Balance of space for November and December fast filling up.

ALLEN'S LISTS, Augusta, Me.

**By using
The columns of**

"Golden Days"

**Advertisers can
Count definitely
Upon paying results.**

It is read by all in the family. It is not a juvenile publication, although primarily intended for Boys and Girls.

**Its circulation,
Of more than**

123,000 WEEKLY,

**Is not forced
By premium schemes.**

It goes to those who appreciate it and who pay \$3.00 per year for it without being hired to buy it by schemes.

Yearly Advertising Rate 50 cents per line.

"SATURDAY NIGHT,"

A high class Weekly Story Paper, takes a limited amount of advertising, of approved character, at \$1.25 per line. The combined circulations of "Golden Days" and "Saturday Night" exceed

300,000 weekly.

They circulate among a class that is profitable to reach. Copies of Golden Days or of Saturday Night can be obtained from any news-stand in the country, or sample copies will be sent free on application to the publisher, JAMES ELVERSON, Philadelphia, or of

R. A. CRAIG,

ADVERTISING MANAGER,

121 Times Building, New York.



NOT A GAME OF CHANCE!

To advertise in THE MEMPHIS APPEAL-AVALANCHE is not a game of chance, depending on the turn of a card or the casting of a die. Tact and judgment must be used in purchasing space; the best, the most influential, the largely circulated newspaper is always valuable to the advertiser.

ESTABLISHED 1840 ESTABLISHED 1857 APPEAL-AVALANCHE Consolidated 1890.

The consolidation of these two well-established papers made THE APPEAL-AVALANCHE one of the most influential Southern papers. There is not a paper in the Mississippi Valley that can compare with it either as a newspaper, in editorial ability or in advertising patronage.

There is quite an ado among publishers regarding their circulation. THE APPEAL-AVALANCHE has a bona-fide, sworn circulation of

Daily,	-	-	-	17,500
Sunday,	-	-	-	21,000
Weekly,	-	-	-	85,000

The GREAT NEWSPAPER of the South.

It is not only a leader, but it molds public opinion. It is a paper of character and quality, and held in high esteem by the old-time planter and the younger generation. Memphis is a "big river town," the most important on the Mississippi River between St. Louis and New Orleans, and THE APPEAL-AVALANCHE is THE BIG PAPER of Memphis, and is indispensable to the home and foreign advertiser. Be wise and try it.



48 Tribune Building,
NEW YORK.

509 "The Rookery,"
CHICAGO.

DETROIT NEWS.

Daily,	-	-	45,000
Sunday,	-	-	38,000

If you have not received from the DETROIT NEWS one of those books, entitled "Where Advertising Pays," send a postal and we'll mail you one.

It will give you a great many ideas on Michigan advertising.

C. J. BILLSON,
TRIBUNE BUILDING,
NEW YORK.

THE CHICAGO Newspaper Union

THE PIONEER IN THE BUSINESS

is still pre-eminent in its system of perfect co-operation in Newspaper publication.

1300 Purely Local Newspapers

of established character and reputation published in the Western States form this combination.

Separate publication offices in the immediate neighborhood of the papers on the list afford facilities that give a distinctive local quality to the news matter and attract papers of more than average circulation and prominence. The facts are more fully explained and substantiated in the printed catalogue which is sent on application.

THE PRESENT is peculiarly the time to obtain the best results from the prosperous times in the West, and this list offers the best and cheapest way of reaching it.

MAIN OFFICE:
87 TO 93 SOUTH JEFFERSON STREET,
CHICAGO.

EASTERN OFFICE:
10 SPRUCE STREET,
NEW YORK.

WOMANS HOME JOURNAL,

BOSTON, MASS.,

is one of the very best advertising mediums that can be found. We are anxious to demonstrate to advertisers the value of our columns. Our readers are liberal mail buyers, and are in the habit of looking through the advertising columns of our paper in search of bargains. Why not give us a trial. We guarantee

40,000 Copies for November,
At only 20 cents an Agate Line.

Copy must be in October 25th.

December Number 100,000

Price 50 Cents an Agate Line.

Order direct, or through any Advertising Agency.

POTTER & POTTER, Pubs., Boston, Mass.

The Yankee Blade

A Valuable Advertising Medium

1887 Actual Circulation 30,000

1888 Actual Circulation 50,000

1889 Actual Circulation 75,000

1890 Actual Circulation 110,000

1891 Actual Circulation 130,000

1892 Probable Circulation 200,000

Present Advertising Rates, 75c. per Agate Line.

Potter & Potter, Pubs.

86 & 92 Federal St. Boston Mass.

 **PROVED
CIRCULATION**
(from May)

THEY SELL

REAL ESTATE,
PATENT MEDICINES,
SEEDS,
BICYCLES,
SPORTING GOODS,
BOOKS,
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